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ASSOCIATION OF AMERICAN PUBLISHERS

1981 INDUSTRY STATISTICS

Compiled by Touche Ross & Co.

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FOREWARD TO STATISTICS REPORT

The AAP Statistics Committee continues its efforts to make this annual report more useful to members. Consideration is now being given to reducing the scope of the questionnaire, thereby reducing the amount of data required from members and hopefully encouraging broader participation. A report truly representative of industry activity depends of course on broad participation.

Townsend Hoopes

ACKNOWLEDGEMENTS

This volume represents the culmination of our second year as confidential statistical agent for the AAP. During this current period, our relationship with the many divisions and the statistics committee was measurably enhanced through a close working relationship with each.

Throughout the monthly reporting process and in developing the 1981 preliminary sales information and contents of this compilation, we shared the frustration of all divisions. The lack of complete and timely data supplied to us inhibited our ability to provide AAP members with such information, so vital in these difficult economic times. Recognizing the value of this industry data and the significance of the business decisions resulting therefrom, we enlist the support of all senior management of the AAP membership to enable us to better serve you in the ensuing year.

Our role in this process enabled us to participate with AAP in assisting the U.S. Bureau of the Census to simplify the forthcoming 1982 Census questionnaires and in assuring that their structure is commensurate with today's marketplace.

A vote of thanks to the AAP management, staff, division directors and committees for their tireless efforts in support of this program to supply its constituency with industry data. Thanks, also, to Thomas D. McKee, AAP Senior Vice-President, for facilitating our mission.

In the past, William Lofquist of the U.S. Department of Commerce supplied us with an economic review, as a part of this volume. Today's complex economic conditions suggest we specifically focus on our industry and, once again, Mr. Lofquist has graciously provided this input.

We are indebted to Messrs. Allen Forman and Bruce Goldhirsch of the U.S. Bureau of the Census for their cooperation and assistance with the industry sales estimates included herein.

Enrollment data for U.S. Schools and Colleges were once again supplied by the National Center for Education Statistics through the courtesy of Dr. W. Vance Grant.

Dr. Robert F. Winter, accompanied by his faithful electronic companion, "Herman," continues to compile the data and provide a quality control.

Touche Ross & Co.

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CONTENTS

Participating Publishers 12
Introduction 14
How to Utilize the Survey 14
Interpreting the Data 14
Definitions and Instructions 14
Methods of Gathering and Reporting Data 15
Estimating by Publishers 15
Other Terms and Devices 15
Preventing Disclosure 15

Table S1 — Estimated Book Publishing Industry Sales, 1972, 1977, 1980, 1981 16
1981 Economic Review of the Book Publishing Industry 17

Section A — Trade and Religious Book Publishers and Divisions 21

Sales Data 23
Table A1 — Trade and Religious Book Sales 23
A2a — Trade Book Sales by Type of Book (Dollars) 24
A2b — Trade Book Sales by Type of Book (Dollars and Units) 24
A3 — Domestic Net Trade Book Sales by Type of Customer 27
A4 — Net Trade Book Sales by Geographical Location 28

Operating Data 29
Table A5 — Operating Data of Trade Book Publishers - by Type of Book 29
A6 — Manufacturing and Royalty Expense - by Type of Book 32
A7 — Other Publishing Income - by Type of Book 34
A8 — Editorial and Production Expense - by Type of Book 34
A9 — Marketing Expense - by Type of Book 35
A10 — Fulfillment Expense - by Type of Book 35
A11 — General and Administrative Expense - by Type of Book 36
A12 — Operating Data of Trade Publishers - by Size of Publisher 37
A13 — Manufacturing and Royalty Expense - by Size of Publisher 39
A14 — Other Publishing Income - by Size of Publisher 40
A15 — Editorial and Production Expense - by Size of Publisher 41
A16 — Marketing Expense - by Size of Publisher 41
A17 — Fulfillment Expense - by Size of Publisher 42
A18 — General and Administrative Expense - by Size of Publisher 43

A19 — Billings and Receivables 45
A20 — Employee Data 45
A21 — Inventory Turnover 45

Section B — Technical, Scientific, Business, Medical, and Other Professional Book Publishers and Divisions 47

Sales Data 49

Table B1a — Sales of Professional Books - by Category of Publication (Dollars) 49
B1b — Sales of Professional Books - by Category of Publication (Dollars and Units) 50
B2 — Net Sales of Professional Books - by Subject Category 51
B3 — Domestic Net Sales of Professional Books - by Type of Customer 52
B4 — Net Sales of Professional Books - by Geographical Location 52

Operating Data 53

Table B5 — Operating Data of Professional Book Publishers - by Category of Publication 53
B6 — Manufacturing and Royalty Expense - by Category of Publication 55
B7 — Other Publishing Income 56
B8 — Editorial and Production Expense - by Category of Publication 56
B9 — Marketing Expense by Category of Publication 57
B10 — Fullfillment Expense by Category of Publication 57
B11 — General and Administrative Expense - by Category of Publication 58
B12 — Operating Data of Professional Book Publishers - by Size of Publisher 59
B13 — Manufacturing and Royalty Expense - by Size of Publisher 60
B14 — Editorial and Production Expense - by Size of Publisher 60
B15 — Marketing Expense - by Size of Publisher 61
B16 — Fulfillment Expense - by Size of Publisher 61
B17 — General and Administrative Expense - by Size of Publisher 62
B18 — Billings and Receivables 64
B19 — Employee Data 64
B20 — Inventory Turnover 64

Section C — Mass Market Paperback Publishers 65

Table C1 — Sales of Mass Market Paperbacks 67
C2 — Sales of Mass Market Paperbacks - by Type of Customer 68
C3 — Operating Data of Mass Market Paperback Publishers 70
C3a — Revenues and Cost of Sales of Non-Rack Sized Books 71
C4 — Editorial, Production and Marketing Expense 72
C6 — Employee Data 73
C7 — Balance Sheet Data 73
C8 — Guarantees 73

Section D — Book Clubs and Mail Order Publications 75

Book Clubs 77

Table D1 — Sales by Book Clubs 77
D2 — Gross Sales by Book Clubs - by Category of Sale 78
D3 — Geographical Distributions of Gross Sales by Book Clubs 78
D4 — Operating Data of Book Clubs 79
D5 — Advertising and Promotion Expense 79
D6 — Income and Cost of New Member Acquisition 80
D7 — Fulfillment Expense 80

Mail Order Publications 81

Table D8 — Consumer Mail Order Sales of Mail Order Publications - by Marketing Category 81
D9 — Mail Order Publications Operating Data 81
D10 — Promotion and Advertising Expense of Mail Order Publications 81
D11 — Receivables and Bad Debts 82
D12 — Employee Data 82

Sections F and G — Publishers of School (Elhi) and College Books and Materials 83

Textbook Sales 84

Table T1 — Estimated Industry Sales of Textbooks, Educational Materials and Standardized Tests
T2 — Estimated Sales of Books and Materials in the Educational Market
T3 — Estimated Domestic Industry Sales of Textbooks Related to Student Enrollment

School (Elhi) Publishers and Divisions 88

Sales Data

Table F1 — Sales of Elementary Textbooks and Materials 88
F2 — Sales of High School Textbooks and Materials 89
F3 — Sales of Elementary Textbooks and Materials - By Subject Categories 89
F4 — Sales of High School Textbooks and Materials - By Subject Categories 90
F5a — Sales of Elhi Textbooks and Materials - By Geographical Location 92
F5b — Estimated Industry Sales of Elhi Textbooks - By Geographical Location 93
F6 — Geographical Analysis of Estimated Industry Sales of Elhi Textbooks 94

Operating Data 96
Table F7 — Operating Data of Elhi Publishers — By Size of Publisher 96
F7a — Operating Data of Elementary Publishers — By Size of Publisher 99
F7b — Operating Data of High School Publishers — By Size of Publisher 101
F8 — Inventory Data of Elhi Publishers — By Size of Publisher 103
F9 — Cash Plant Expenditures of Elhi Publishers — By Size of Publisher 103
F10 — Editorial and Production Expense of Elhi Publishers — By Size of Publisher 104
F11 — Marketing Expense of Elhi Publishers — By Size of Publisher 105
F12 — Fulfillment Expense of Elhi Publishers — By Size of Publisher 106
F13 — General and Administrative Expense of Elhi Publishers — By Size of Publisher 107
F14 — Billings and Receivables of Elhi Publishers 109
F15 — Employee Data of Elhi Publishers 109
F16 — Selected Balance Sheet Data 109
College Publishers and Divisions 110
Sales Data 110
Table G1a — Estimated Industry Sales of College Textbooks and Materials 110
G2 — Sales of College Textbooks and Materials 111
G3 — Net Sales of College Textbooks and Materials — By Product Category 112
G4 — Estimated Domestic Sales of Books and Materials in the College Market 113
G5 — Domestic Sales of College Textbooks and Materials — By Market Category 113
G6a — Net Sales of New and Revised and Backlist College Textbooks 114
G6b — Domestic Net Sales of College Textbooks and Materials —by Subject Categories 115
G6c — Domestic Net Sales of College Textbooks —by Subject Categories 116
G7a — Net Sales of College Textbooks and Materials — By Geographical Location 118
G7b — Geographical Analysis of Estimated Domestic Industry Sales of College Textbooks 119

Operating Data 120
Table G8 — Operating Data of College Publishers — By Size of Publisher 120
G9 — Inventory Data of College Publishers — By Size of Publisher 122
G10 — Royalty Expense of College Publishers — By Size of Publisher 123

G11 — Editorial and Production Expense of College Publishers — By Size of Publisher 123
G12 — Marketing Expense of College Publishers — By Size of Publisher 124
G13 — Salesmen's Compensation and Expense of College Publishers 124
G14 — Fulfillment Expense of College Publishers — By Size of Publisher 125
G15 — General and Administrative Expense of College Publishers — By Size of Publisher 125

G16 — Editorial and Production Expense Ratios of College Publishers 126
G17 — Marketing Expense Ratios of College Publishers 127
G18 — Fulfillment Expense Ratios of College Publishers 127
G19 — General and Administrative Expense Ratios of College Publishers 128
G20 — Employee Data of College Publishers 128

LIST OF FIGURES

Figure 1 Book Publishing Industry Sales 1972, 1977, 1980 and 1981 11
2 1981 and 1980 Book Publishing Industry Sales by Division 11
3 1981 Consumer Price Index 18
4 1981 Net Income Before Taxes: Divisional Averages 19
5 Trade and Religious Book Sales 1972, 1977, 1980 and 1981 22
6 1981 and 1980 Net Sales and Returns of Trade and Religious Books 33
7 1981 Disposition of Income by Trade and Religious Book Publishers 44
8 Professional Book Sales, 1981 and 1980 48
9 1981 Disposition of Income by Professional Publishers 63
10 Mass Market Paperback Sales 1972, 1977, 1980 and 1981 66
11 Book Club and Mail Order Publications 1981 Disposition of Income 76
12 1981 Estimated Sales of Books and Materials in the Domestic Educational Market 87
13 Elhi Textbook Sales 1972, 1977, 1980 and 1981 91
14 Sales of Elhi Textbooks and Materials 1972, 1977, 1980 and 1981 108

APPENDIX

A AAP College Survey - Participating Publishers (40) 129

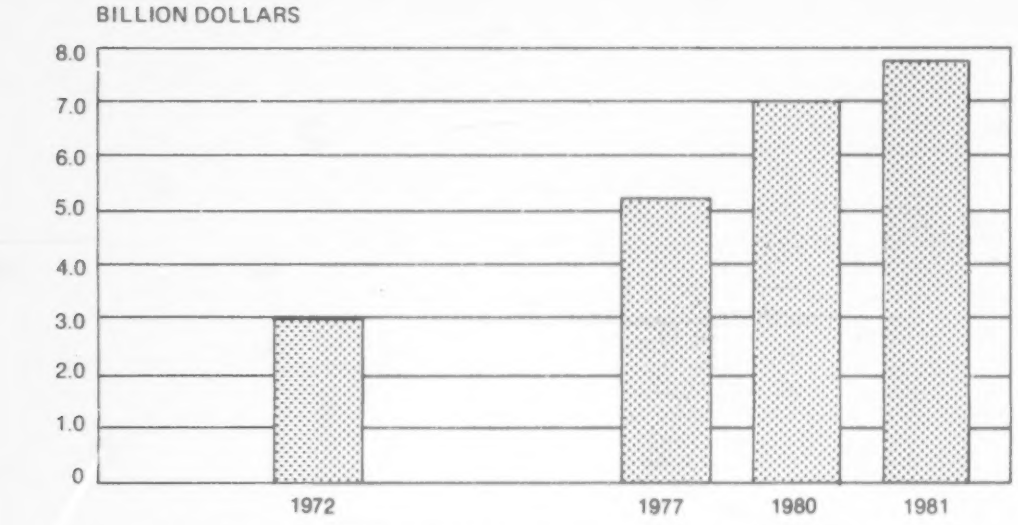


FIGURE 1 — BOOK PUBLISHING INDUSTRY SALES 1972, 1977, 1980 and 1981
Estimated Net sales (See Table S1)

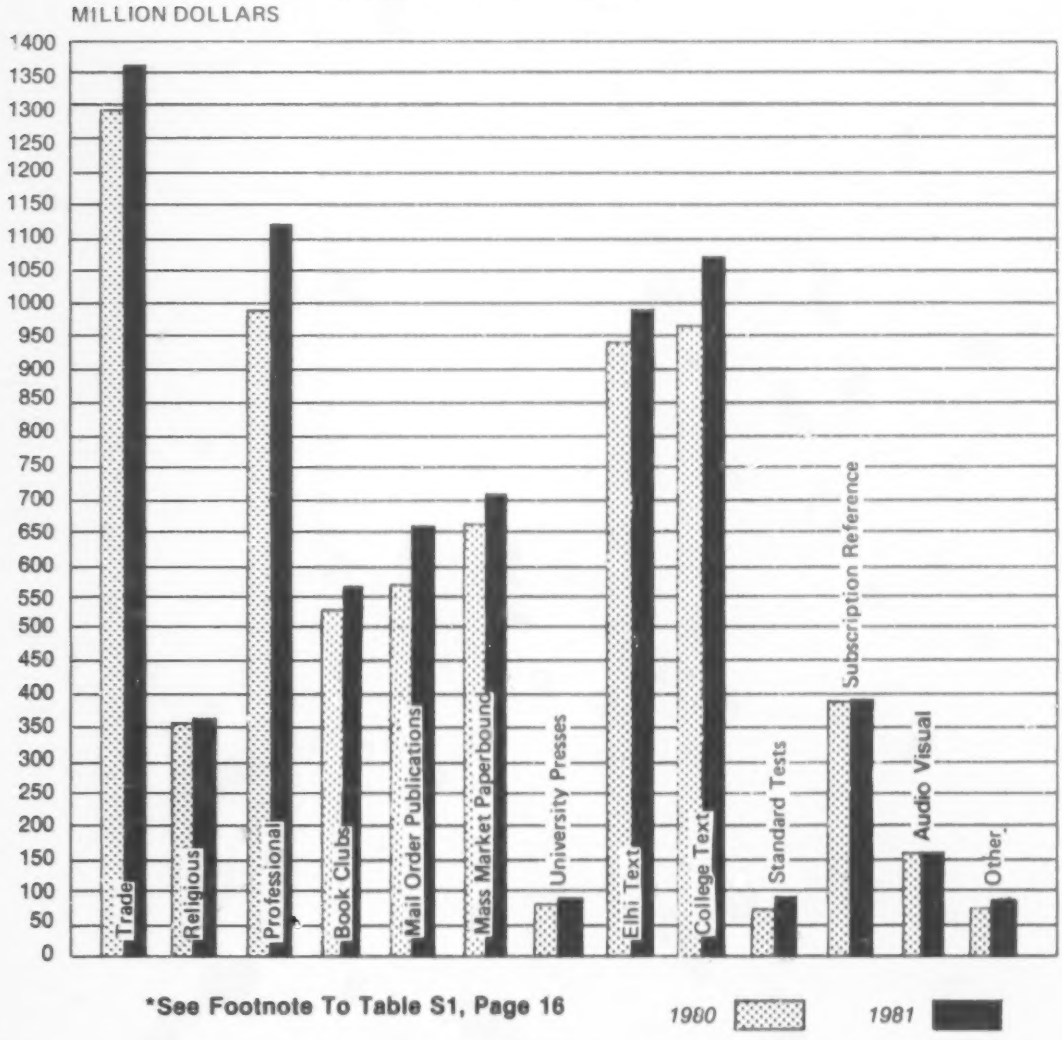


FIGURE 2 — 1981 AND 1980 BOOK PUBLISHING INDUSTRY SALES BY DIVISION
Based on Estimated Totals in Table S1*

81 PARTICIPATING PUBLISHERS

Code letters following the listing classify the 138 questionnaires to which participants responded:

A — Trade and Religious
B — Professional
C — Mass Market Paperback
D — Books Clubs and Mail Order Publications
F — Elhi
G — College
H — Standardized Texts
J — Subscription Reference

Categories A, B, C, D, F and G are covered in this volume through detailed reports. (See Table of Contents, pages 7-11.) Categories H and J are represented only in industry estimates and summaries, i.e. Tables T1, T2, T3, G1 and G4.

Publishers are listed, in accordance with their own choice, either as corporate entities or with subsidiaries shown separately, depending on the manner in which their data were supplied to the Survey.

Abingdon Press - United Methodist Publishing House, A
Harry N. Abrams, Inc., A
Addison-Wesley Publishing Co., Inc., A, B, F, G
Allyn and Bacon, Inc., D, F, G
American Chemical Society, B
Auerbach Publishers, Inc., J
Avon Books (Hearst Books), C
Bantam Books, Inc., C
Bennett Publishing Co., Inc., F
Better Homes & Gardens Book Publishing, - Meredith Corp., A, D
The Bobbs-Merrill Co., Inc., F, G, H
Book-of-the-Month Club, Inc., D
R. R. Bowker, Co., B
Burgess Publishing Co., G
CBS College Publishing Co., G
Chilton Book Co., A
CRR Publishing Co., B
Marcel Dekker, Inc., B
Dell Publishing Co., Inc. B
Delmar Publishers, Inc., F
Dodd, Mead & Co., Inc., A
Doubleday & Co., Inc., A, D
Fawcett Books, C
Follett Publishing Co., A, F
W. H. Freeman & Co., G
Ginn and Company, F
Harper & Row Publishers, Inc., A, B, F, G
Hayden Book Company, Inc., B, F, G
D. C. Heath and Company, B, F, G
Health Administration Press, B
Holiday House, A
Holt, Rinehart & Winston, A, F
Houghton Mifflin Co., A, F, G, H
Industrial Press, Inc., B
Richard D. Irwin, Inc. G
Jossey-Bass Publishers, Inc., B
Laidlaw Brothers, F
Little, Brown & Co., A, B, G
Macmillan Publishing Co., Inc., A, B, D, F, G
McDougal Littell & Co., F
McGraw-Hill Book Co., A, B, D, F, G, H
McKnight Publishing Co., F
G & C. Merriam Company, A
Charles E. Merrill Publishing Company, F, G, H
William Morrow & Co., Inc., A
The C. V. Mosby Company, B
National Educational Laboratory Publishers, F
National Publishing Company, A
The New American Library, Inc., A, C
W. W. Norton & Co., Inc., A, G

Oxford University Press, Inc., A, B, G
PEI Books, Inc., A, C
Playboy Book Club, Inc., D
Prentice-Hall, Inc., A, B, D, F, G
Pruett Publishing Co., A
Rand McNally & Co., A
Random House, Inc., A, C, F, G
Resources for the Gifted, D
Riverside Publishing Co., F
St. Martin's Press, Inc., A, G
W. B. Saunders Co., B
Scholastic, Inc., A, D, F
Scott, Foresman and Company, F, G
Silver Burdett Co., F
Simon & Schuster, Inc., A, C, D
Wm. H. Smith Publishers, Inc., A
South Western Publishing Company, Inc., F, G
Springer Publishing Co., Inc., B
Steck-Vaughn Co., F
Time-Life Books, D
University Microfilms, Int'l, A
Van Nostrand Reinhold Co., Inc., A, B
Viking Penquin, Inc., A
Wadsworth, Inc., G
Warner Books, Inc., C
Westminster Press, A
John Wiley & Sons Publishers, Inc., B, G
Williams & Wilkens Co., B
World Book Encyclopedia, Inc. D
Xerox Education Publications, D, F
Year Book Medical Publishers, Inc., B

INTRODUCTION

AAP Statistical Surveys embrace the entire book publishing industry, educational as well as general, including activities of publishers who produce audiovisual and other non-print materials. All major divisions of the industry are given detailed coverage in this volume, except Subscription Reference (i.e. encyclopedia and related product), Standardized Test, and University Presses whose activities appear only in summary form or in industry estimates, since detailed reports for these groups are issued separately.;

The divisions for which extensive marketing and operating data have been provided in this volume are:

Trade and Religious—Section A
Professional—Section B
Mass Market Paperback—Section C
Book Club and Mail Order Publications—Section D
Elhi Textbooks and Materials—Section F
College Textbooks and Materials—Section G

In addition, estimates of total industry activity are provided in Table S1 following this introduction, and, for the educational portion of the industry, in Tables T1, T2, and T3 (pages 84-86).

Most of the features of the 1980 Report have been retained. It should be noted, however, that the 1980 information in the 1981 Industry Statistics may vary from comparable data in the 1980 Industry Statistics. This is due to differing respondents in each year, by division.

Publishers and organizations both within and without AAP were asked to contribute data. A complete list of participating publishers appears on pages 12-13.

HOW TO UTILIZE THE SURVEY

The key to a meaningful and useful industry statistical report is comparability. If a publisher, attempting to relate his own experiences to the composite data, finds that he can do so with relative ease, he is likely to reap considerable benefits from an analysis of common experience.

A number of strategies have been employed in this report to enhance comparability. Structurally, the survey brings together groups of publishers who operate in similar economic circumstances. The factors which contribute to a communality of statistical interests are, predominantly, similarities of product, of market, and of marketing technique. These are similarities, however, not identities. The character of the material published, the intended consumer, and the means of reaching him often vary considerably even among publishers in the same division. In consequence, methods of record keeping and accounting frequently differ as well.

INTERPRETING THE DATA

To achieve comparability for all requires that statistical information be produced in a common language, understandable and applicable to all. Hence common definitions, formulated on a divisional basis, reflect majority practice in each division.

When a publisher reports to the survey, he translates his data into the common language, thus making it comparable with data from other contributors. This is vital if a meaningful result is to be obtained. **What is equally important, however, is that in analyzing the report, a publisher translate the data back into his own, particular terms.** Only if he does so can the composite experience become genuinely meaningful to him.

Certainly, in an indispensable first step, the contributing publisher should compare his own submission, already rendered in the common language, to the report and by that means move on to a full translation.

Interpretation of the data, and relating it to his own circumstances requires that a publisher exercise imagination and analytical skill. He must detect similarities, as well as differences, between himself and the industry group portrayed. This introduction, the text with the tables, and definitions contained in the questionnaires (available on request from the AAP office,) will alert him to most of the difficulties in this area.

METHODS OF GA . HERING AND REPORTING DATA

The Survey adopted a flexible attitude regarding the extent of detail publishers were to furnish about their sales and operating experience. While encouraging them to provide as much specific information as possible, it also urged them to supply at least totals or summaries whenever details were not available.

Consequently, in reporting data on varying levels of details, the following devices have been employed:

DEFINITIONS AND INSTRUCTIONS

Copies of the questionnaires, definitions and instructions, which were furnished to participating publishers, are available on request from the AAP Office.

It is essential that the reader familiarize himself with the General Instructions and Definitions, as well as with specific instructions and definitions of any section to which he refers, in order to give correct interpretation to the data presented.

1. Tables reporting sales or operating ratios for categories of publication or types of book, contain vertical lead columns headed "All Sales" or "All Publishers", followed by columns devoted to "Hardbound", "Paperbound" or other categories. In such cases data that publishers have not broken down by category will appear in the "All Sales" or "All Publishers" column, **along with** the sum of the detailed figures in the remaining columns, while **only specific** data pertaining to the detailed categories will appear in the category columns proper. As a result, the detail columns will **not add horizontally** to equal the amounts shown in the summary columns. In most cases, the summary column will show amounts **larger** than the total of the detailed columns. (A space break is inserted between the summary columns and the detail columns to emphasize this point.)

2. Horizontal line entries, when representing breakdowns subsequently totaled, may be followed by a line designated **"Unspecified".** This line represents that portion of the total data for which breakdowns have not been furnished by publishers. However, whenever percentages of totals are reported with lines giving breakdowns, these percentages are calculated assuming that the "Unspecified" amounts would break down in the same proportion to the total as the detail actually reported. Accordingly, no percentage relationship to the total is assigned to "Unspecified" entries. (In Section C, unspecified data are allocated in the same proportions as reported data, and are not shown separately.)

3. In reporting **Operating Data in Sections A and B,** the principal income and expense areas are summarized in two **main tables** by: a. **category** or **type** of book published; b. **size** of publisher. The main tables are followed by **detail tables** in which income and expense areas are analyzed by more specific breakdowns. (In **Sections F** and **G** the analysis is by **size** only.)

   It is important to remember that the **population of publishers reporting to the main table and to each of the detailed tables may not necessarily be the same.** In fact, for certain categories of income or expense, some publishers' data will appear only in the main table, while others' will appear in both, and certain others' only in the detail tables. (The last instance may involve publishers who, because they did not report Gross Sales and Returns but only Net Sales, could not be included in the main table, but who furnished income and cost details which could be related to their Net Sales and reported in the detail tables.)

   To provide full **perspective on the population** represented in each table, be it a main or detail table; the following information is normally furnished:

   1. Number of Publishers Included
   2. Net Sales of Publishers Included

   Readers should not be misled, however, by a **superficial examination** of the **number** publishers represented in, for example, a main table and a related detailed table. Only if **both** the **Net Sales** and the **number** of reporting publishers appear to match is it likely that the same population is represented. Similarities of number or Net Sales should not be mistaken for identities!

   In this connection, please note that the following populations **are** identical:

   The publishers included in the two **main** tables (i.e. the **same** publishers' data are analyzed by category and size.

   The publishers included in each group of two income or expense subtables (e.g. the editorial experience of the **same** publishers is analyzed by category and size.

   Accordingly, the "All Publishers" vertical lead columns will be identical in each of the two main tables, the two editorial expense tables, the two marketing expense tables, the two fulfillment expense tables, etc. The remaining columns will change, however, in accordance with the nature of the analysis by category and size.

ESTIMATING BY PUBLISHERS

To restate their data in the common language of the definitions and to satisfy requests for detailed breakdowns, required that publishers estimate some of the information they supplied to the Survey. Not only were they encouraged to do so, but specific suggestions and instructions for formulating the most significant of these estimates were provided in the questionnaires.

OTHER TERMS AND DEVICES

Arithmetice Averages are supplied throughout the Report.

Ranges of two types are employed:

Full ranges (simply identified as "Range" in column headings) represent the lowest and highest averages reported by individual publishers.

Mid-Ranges (an abbreviation in column headings for "Mid-50% Range" or, more technically, "Interquartile Range") represent the experiences of the middle 50% of the reporting group, i.e. those from the 26th to the 75th percentile on a scale that arranges the averages in order, from the lowest to the highest. By utilizing the "mid-range" rather than the full range, it is possible to report only the most representative experiences, eliminating the low and high extremes which, for a variety of reasons, may be uncharacteristic.

Except in instances where full range reporting is required to make the data meaningful, mid-ranges are utilized throughout the Report.

Dollar totals are calculated by accumulating individual items rounded to the nearest thousand (or to one decimal of millions in certain sales tables) and **do not** represent simple additions of the items in a column. (Because of the rounding practice, the last digits in a column may not add exactly when the items in that column are totaled arithmetically.)

PREVENTING DISCLOSURE

Whenever specific information—either actual data, or citing the number of sales of publishers reporting—could lead to disclosure of their activities, such information has been withheld and the fact noted in the text accompanying the tables.

TABLE S1—ESTIMATED BOOK PUBLISHING INDUSTRY SALES 1972, 1977, 1980 AND 1981

MILLIONS OF DOLLARS

	1972	1977		1980			1981		
	$	$	PCT CHG FROM 72	$	PCT CHG FROM 77	PCT CHG FROM 72	$	PCT CHG FROM 80	PCT CHG FROM 72
TRADE (TOTAL)	444.8	887.2	99.5	1271.3	43.3	185.8	1353.7	6.5	204.3
ADULT HARDBOUND	251.5	501.3	99.3	695.9	38.8	176.7	735.6	5.7	192.5
ADULT PAPERBOUND*	82.4	223.7	171.5	364.6	63.0	342.5	384.7	5.5	366.8
JUVENILE HARDBOUND	106.5	136.1	27.8	168.5	23.8	58.2	190.2	12.9	78.6
JUVENILE PAPERBOUND	4.4	26.1	493.2	42.3	62.1	861.4	43.2	2.2	882.5
RELIGIOUS (TOTAL)	117.5	250.6	113.3	351.4	40.2	199.1	360.1	2.5	206.5
BIBLES, TESTAMENTS, HYMNALS & PRAYER-BOOKS	61.6	116.3	88.8	168.3	44.7	173.2	171.1	1.7	177.9
OTHER RELIGIOUS	55.9	134.3	140.3	183.1	36.3	227.6	189.0	3.2	238.0
PROFESSIONAL (TOTAL)**	381.0	698.2	83.3	999.1	43.1	162.2	1140.7	14.2	199.4
TECHNICAL & SCIENTIF.	131.8	249.3	89.2	334.8	34.3	154.0	391.1	16.8	196.7
BUSINESS & OTHER PROF	192.2	286.3	49.0	424.4	48.2	120.8	492.7	16.1	156.4
MEDICAL	57.0	162.6	185.3	239.9	47.5	320.9	256.9	7.1	350.8
BOOK CLUBS	240.5	406.7	69.1	538.3	32.4	123.8	571.1	6.1	137.5
MAIL ORDER PUBLICATIONS	198.9	396.4	99.3	566.9	43.0	185.0	653.6	15.3	228.6
MASS MARKET PAPERBACK RACK-SIZED	250.0	487.7	95.1	653.3	34.0	161.3	735.6	12.6	194.3
UNIVERSITY PRESSES	41.4	56.1	35.5	80.7	43.9	94.9	86.0	6.6	107.8
ELEMENTARY & SECONDARY TEXT	497.6	755.9	51.9	940.3	24.4	89.0	998.6	6.2	100.7
COLLEGE TEXT***	375.3	649.7	73.1	952.7	46.6	153.9	1074.7	12.8	186.3
STANDARDIZED TESTS	26.5	44.6	68.3	67.2	50.7	153.6	62.6	-6.9	175.7
SUBSCRIPTION REFERENCE	278.9	294.4	5.6	384.7	30.7	37.9	386.2	0.4	38.5
AV & OTHER MEDIA (TOTAL)	116.2	151.3	30.2	166.7	10.2	43.5	166.8	0.1	43.5
ELHI	101.2	131.4	29.8	147.9	12.6	46.1	148.9	0.7	47.2
COLLEGE	9.2	11.6	26.1	8.7	-25.0	-5.4	6.7	-23.2	-27.4
OTHER	5.8	8.3	43.1	10.1	21.7	74.1	11.2	10.3	92.1
OTHER SALES	49.2	63.4	28.9	66.8	5.4	35.8	75.4	12.8	53.2
TOTAL	3017.8	5142.2	70.4	7039.4	36.9	133.3	7665.1	8.9	154.0

*** Includes Non-Rack size sales by Mass Market Publishers of $85.9 million in 1980 and $92.9 million in 1981.**

**** Data in these categories are currently under review by the U.S. Census, as the Medical Professional sales reported to the 1977 Census appear to have included a substantial volume of textbook sales (unlike the data reported in 1972 which were largely confined to Professional books). To re-establish comparability, some 35% of the sales currently classified as Medical Professional may have to be restated in the College Textbook Category. Readers should make due allowances for this possible correction in viewing the estimates in the Table.**

***** An independent survey conducted by Touche Ross for the College Division indicated that 40 publishers which represent the majority of college publishing had 1981 sales of $744,707,000. The AAP statistical agent and the Department of Commerce have been unable to reconcile the differences between U.S. Census figures and the College Division survey.**

The sales estimates in Table S 1 are based on the final report of the 1977 Census of Manufacturers for SIC 2731 — Book Publishing — completed in Spring 1980 by the Bureau of the Census of the U.S. Department of Commerce. In addition, increases and decreases in yearly sales estimates reflect **actual** changes in sales as reported to the survey by participating publishers.

As in prior reports, the estimates reflect the impact of the industry expansion created by new establishments entering the field, in addition to incorporating the sales increase or decreases of established firms.

Readers comparing the estimated data with Census reports should recall that the U.S. Census does not provide data on most university presses or on other institutionally sponsored and not-for-profit publishing activities, nor on the audiovisual and other media materials which are included in the table. On the other hand, AAP estimates have traditionally excluded Sunday School materials, and certain pamphlets which are incorporated in Census data.

It should be noted that the "Other Sales" category in Table S1 does not include any regular book sales but only sheet sales, domestic and export (except those to prebinders) and miscellaneous merchandise sales.

Estimates include domestic sales and export sales only and do not cover indigenous activities of publishers' foreign subsidiaries.

1981 ECONOMIC REVIEW OF THE BOOK PUBLISHING INDUSTRY

Despite the recessionary pressures experienced in 1981, U.S. book publishing industry net dollar sales increased 2.9 percent above 1980, after adjustment for inflation. Unit book sales edged upward as a result of strong retail bookstore performance and continued gains in the college textbook market.

Publishers' sales to international markets showed strong gains in 1981, up 6.5 percent in units shipped (to an estimated 285 million copies) from 1980 sales of 268 million units. Over 60 percent of total U.S. book exports went to Canada, the United Kingkom, Australia, and Japan.

The number of U.S. titles issued annually in the period 1978-80 ranged from 40,000 to 45,000, and the 1981 total of new books and new editions is estimated to top the 1980 total of 42,377. Although 1981 title output approached 45,000, publishers did not expand the number of copies printed per title, a policy that kept inventories low and returns from retailers within acceptable margins.

As higher prices on hardbound books threatened to meet with buyer resistance, publishers placed more of their 1981 title output in lower priced paperbound editions. These editions, known as trade paperbacks, had an average price per copy of slightly over $9 in 1981, about one-third of the estimated 1981 hardcover per copy price of about $26. Trade paperbacks proved especially popular with libraries, whose limited funds could be stretched further through paperback purchases.

Although industry net sales increased, publishers' profit margins dropped slightly in 1981 from 1980. Increases in materials (primarily paper) and production costs, coupled with buyer resistance to higher hardcover book prices, outweighted some gains in unit sales.

Industry employment dipped slightly in 1981 as several large publishers retrenched their operations in the face of declining markets. Estimated 1981 employment stood at 64,300, with approximately 14,600 persons classified as production workers. As increasing numbers of publishers have automated their warehousing and distribution facilities, the number of production workers has declined to 23 percent of the industry's workforce in 1981 from 28 percent in 1972.

We acknowledge gratefully the assistance of William S. Lofquist of the U.S. Department of Commerce in arranging to secure this essay from:

U.S. Department of Commerce
Bureau of Industrial Economics

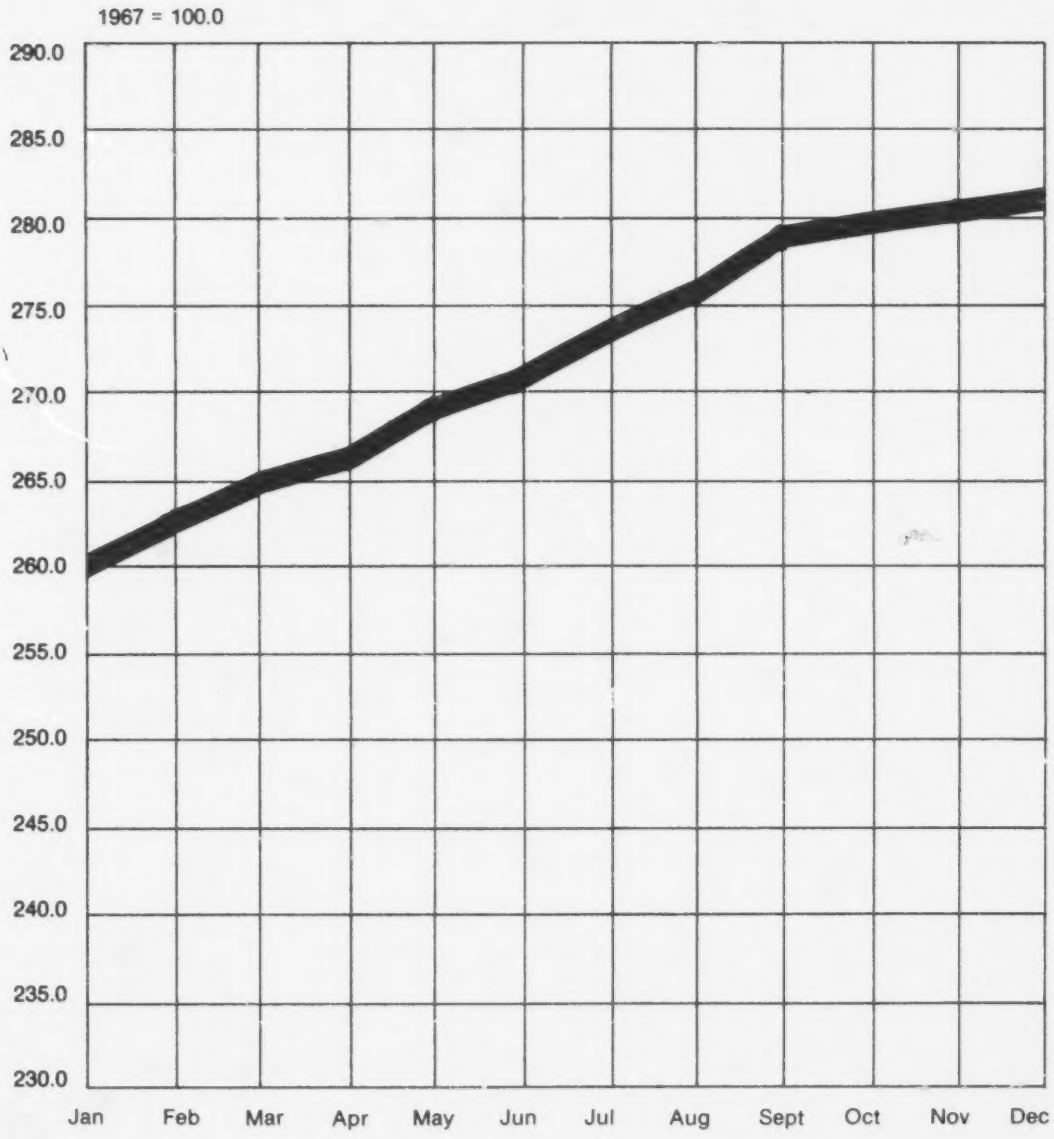


FIGURE 3 — 1981 CONSUMER PRICE INDEX
ALL ITEMS ALL URBAN CONSUMERS

(Source: Department of Labor Statistics)

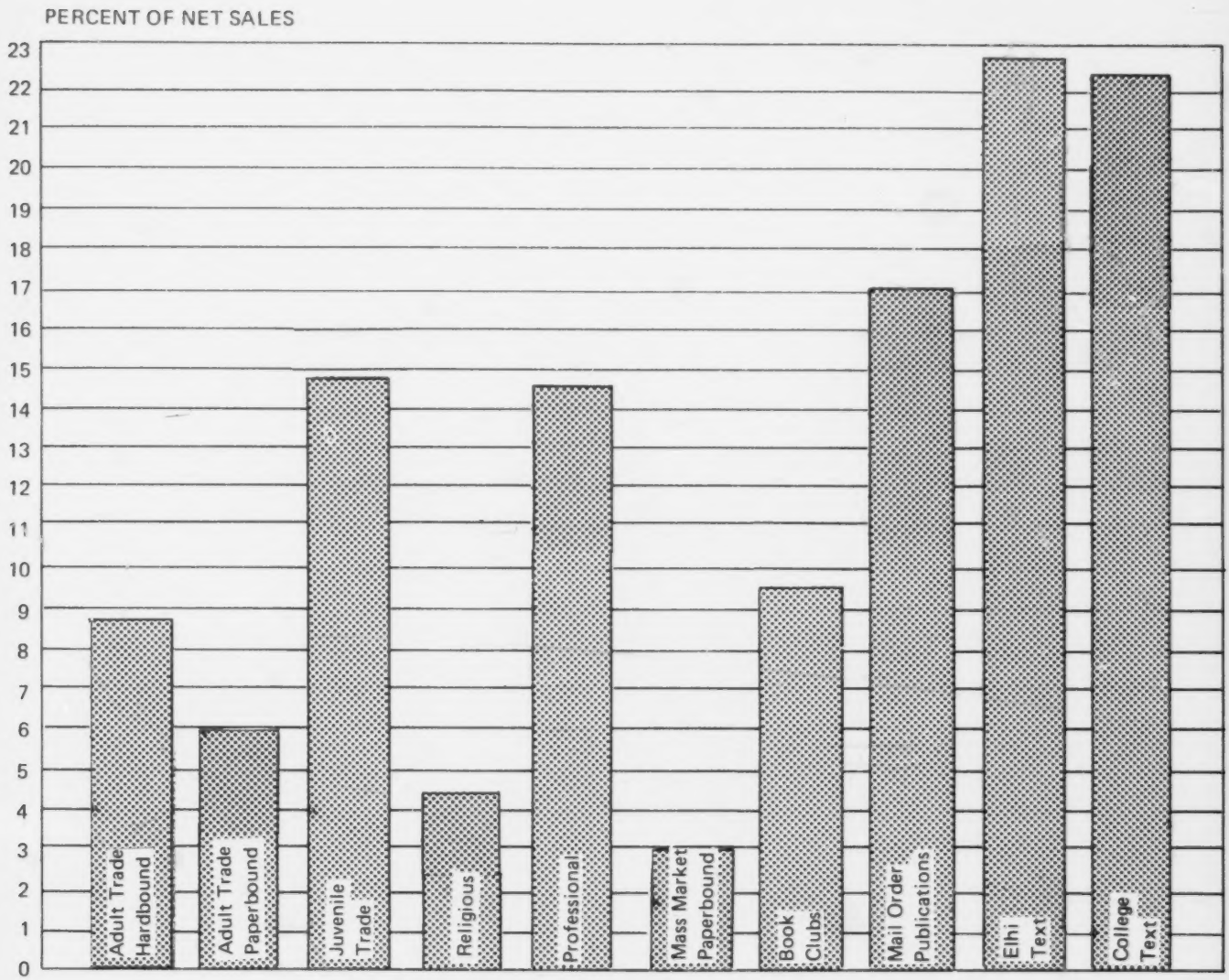


FIGURE 4-1981 NET INCOME BEFORE TAXES FROM OPERATIONS

Divisional averages based on operating data
reported by participating publishers

(See Divisional Operating Data Reports for Details)

Section A

TRADE AND RELIGIOUS BOOK PUBLISHERS AND DIVISIONS

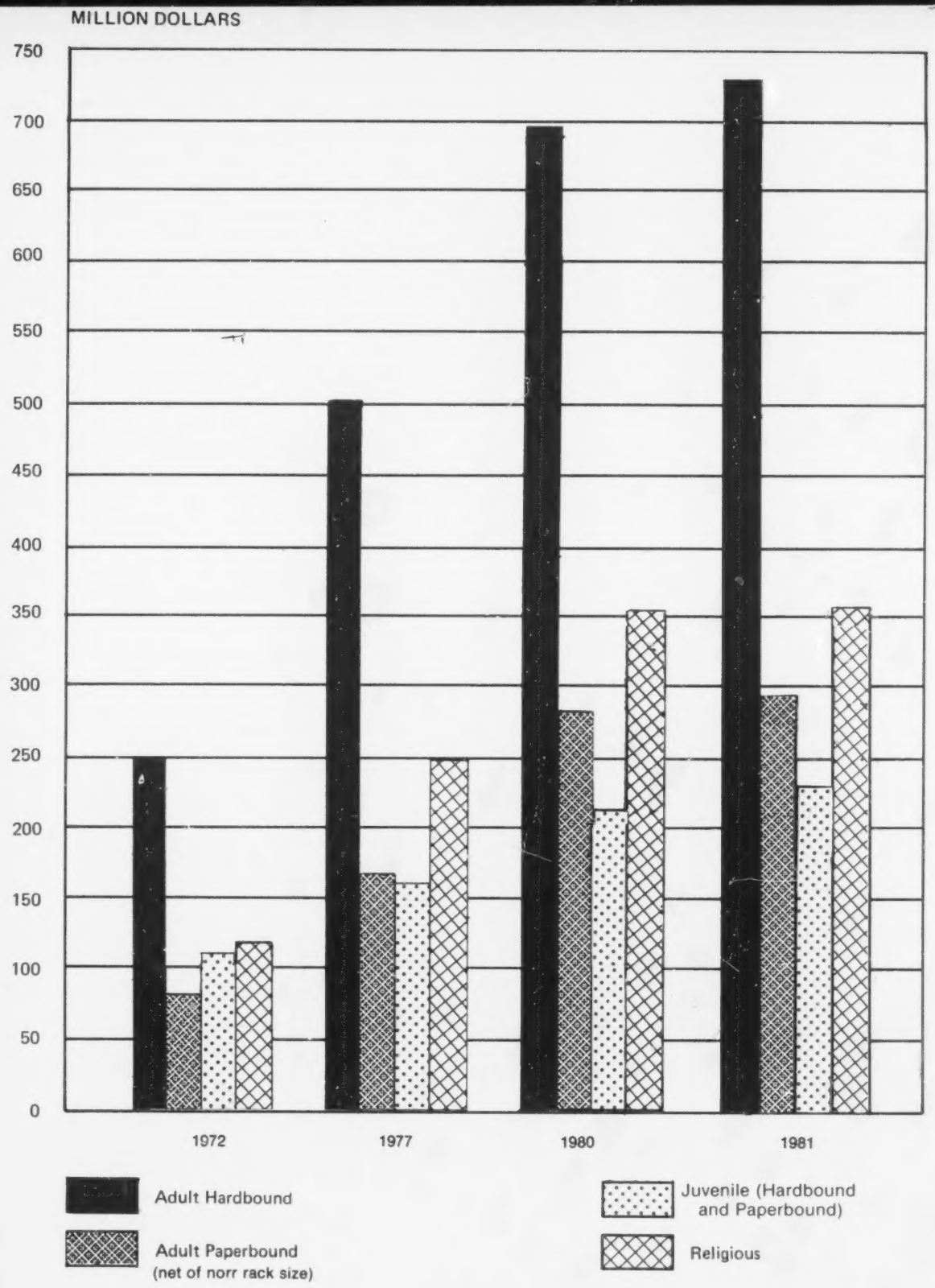


FIGURE 5 — TRADE AND RELIGIOUS BOOK SALES 1972, 1977, 1980 AND 1981

Estimated Net Sales (See Table S1)

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in questionnaire FORM A [available on request from the AAP Office] to insure the correct interpretation of this Report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

Table A1 provides sales comparisons between 1981 and 1980 based on data furnished by 27 participating trade and religious publishers. Estimated industry totals, extrapolated from actual data gathered in this Survey and in the monthly AAP sales report program are also furnished.

Trade and religious book publishers reported 1981 net sales of $537.0 million to the Survey. Based on the estimates shown in Table S1 the net sales reported represent some 31.3% of the total trade and religious book sales of the industry.

Table A2a provides sales data by type of book for 1981 and 1980 in **dollars only; Table A2b** furnishes such data (with fewer publishers reporting); in both **dollars and units.**

TABLE A1—TRADE AND RELIGIOUS BOOK SALES

MILLIONS OF DOLLARS -- AS REPORTED BY 27 PUBLISHERS
WITH ESTIMATES OF TOTAL INDUSTRY TRADE BOOK SALES

	1981		1980		PERCENT CHANGE	
	ACTUAL REPORTS	EST. TOTAL	ACTUAL REPORTS	EST. TOTAL	ACTUAL REPORTS	EST. TOTAL
GROSS SALES	645.5	1948.4	601.4	1842.2	7.3	5.8
RETURNS	108.5	327.5	99.7	305.4	8.8	7.2
NET SALES	537.0	1620.9	501.7	1536.8	7.0	5.5

	1981			1980		
	ACTUAL REPORTED		ESTIMATED	ACTUAL REPORTED		ESTIMATED
	AVERAGE	MID-RANGE	AVERAGE	AVERAGE	MID-RANGE	AVERAGE
PERCENT RETURNS TO GROSS	16.8	10.9 TO 20.5	16.8	16.6	8.2 TO 20.4	16.6

TABLE A2a—TRADE BOOK SALES BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 27 PUBLISHERS

	GROSS SALES			RETURNS			NET SALES		
	1981	1980	PERCENT CHANGE	1981	1980	PERCENT CHANGE	1981	1980	PERCENT CHANGE
ADULT HARDBOUND	362438	340164	6.5	74371	68512	8.6	288067	271652	6.0
ADULT PAPERBOUND	138405	130724	5.9	21691	20239	7.2	116714	110485	5.6
JUVENILE HARDBOUND	91668	80922	13.3	7903	7184	10.0	83765	73738	13.6
JUVENILE PAPERBOUND	24419	23510	3.9	1897	1484	27.8	22522	22026	2.3
BIBLES, TESTAMENTS, HYMNALS & PRAYER BKS.	7401	7187	3.0	363	269	34.9	7038	6918	1.7
OTHER RELIGIOUS	14744	13968	5.6	2241	1876	19.5	12503	12092	3.4
OTHER	6404	4885	31.1	58	140	-58.6	6346	4745	33.7
TOTAL	645479	601360	7.3	108523	99705	8.8	536956	501656	7.0

	PERCENT RETURNS TO GROSS			
	1981		1980	
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE
ADULT HARDBOUND	20.5	13.8 TO 25.4	20.1	10.5 TO 23.0
ADULT PAPERBOUND	15.7	13.2 TO 18.1	15.5	13.0 TO 17.0
JUVENILE HARDBOUND	8.6	6.2 TO 12.6	8.9	7.2 TO 10.6
JUVENILE PAPERBOUND	7.8	5.0 TO 11.7	6.3	5.0 TO 11.0
BIBLES, TESTAMENTS, HYMNALS & PRAYER BKS.	4.9	4.7 TO 9.1	3.7	2.4 TO 8.0
OTHER RELIGIOUS	15.2	10.2 TO 18.5	13.4	8.7 TO 15.4
OTHER	0.9		2.9	1.1 TO 3.6
TOTAL	16.8	10.9 TO 20.5	16.6	8.2 TO 20.4

TABLE A2b—TRADE BOOK SALES BY TYPE OF BOOK

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 21 PUBLISHERS

	GROSS SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	299745	52430	285766	52513	4.9	-0.2				
ADULT PAPERBOUND	113946	43837	107523	54038	6.0	-18.9				
JUVENILE HARDBOUND	73272	32484	60130	27021	21.9	20.2				
JUVENILE PAPERBOUND	15927	13599	14146	13353	12.6	1.8				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	7174	779	6971	830	2.9	-6.1				
OTHER RELIGIOUS	14744	3435	13968	3470	5.6	-1.0				
OTHER	3948	4691	1607	677	145.7	592.9				
TOTAL	528756	151255	490110	151901	7.9	-0.4				

Continued on page 25

TABLE A2b—TRADE BOOK SALES BY TYPE OF BOOK

(continued from page 24)

	RETURNS									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	60232	9072	57745	9172	4.3	-1.1				
ADULT PAPERBOUND	18194	7053	16507	7776	10.2	-9.3				
JUVENILE HARDBOUND	5865	2253	5386	1978	8.9	13.9				
JUVENILE PAPERBOUND	1210	934	869	1061	39.2	-12.0				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	340	32	250	30	36.0	6.7				
OTHER RELIGIOUS	2241	473	1876	421	19.5	12.4				
OTHER	1	1	56	13	-98.2	-92.3				
TOTAL	88082	19818	82690	20452	6.5	-3.1				

	NET SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
ADULT HARDBOUND	239513	43358	228021	43341	5.0	0.0				
ADULT PAPERBOUND	95752	36784	91016	46262	5.2	-20.5				
JUVENILE HARDBOUND	67407	30231	54744	25043	23.1	20.7				
JUVENILE PAPERBOUND	14717	12665	13277	12292	10.8	3.0				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	6834	747	6721	800	1.7	-6.6				
OTHER RELIGIOUS	12503	2962	12092	3049	3.4	-2.9				
OTHER	3947	4690	1551	664	154.5	606.3				
TOTAL	440674	131437	407420	131449	8.2	-0.0				

	1981 PERCENT RETURNS TO GROSS									
	DOLLARS			UNITS			YOUR DATA			
	AVERAGE	MID-RANGE		AVERAGE	MID-RANGE					
ADULT HARDBOUND	20.1	13.8 TO	26.7	17.3	12.8 TO	24.8				
ADULT PAPERBOUND	16.0	13.0 TO	18.2	16.1	13.1 TO	17.7				
JUVENILE HARDBOUND	8.0	6.0 TO	11.1	6.9	6.0 TO	10.3				
JUVENILE PAPERBOUND	7.6	5.0 TO	12.8	6.9	4.0 TO	12.4				
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	4.7	4.7 TO	5.9	4.1	3.5 TO	5.5				
OTHER RELIGIOUS	15.2	10.2 TO	18.5	13.8	10.5 TO	15.4				
OTHER	0.0			0.0						
TOTAL	16.7	10.5 TO	21.0	13.1	9.0 TO	19.6				

Continued on page 26

TABLE A2b—TRADE BOOK SALES BY TYPE OF BOOK

(continued from page 25)

	1980 PERCENT RETURNS TO GROSS					
	DOLLARS		UNITS		YOUR DATA	
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE		
ADULT HARDBOUND	20.2	10.1 TO 24.5	17.5	10.3 TO 21.0		
ADULT PAPERBOUND	15.4	11.9 TO 17.0	14.4	12.2 TO 17.6		
JUVENILE HARDBOUND	9.0	6.7 TO 11.4	7.3	6.2 TO 11.3		
JUVENILE PAPERBOUND	6.1	4.8 TO 11.9	7.9	4.4 TO 10.9		
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	3.6	1.9 TO 5.7	3.6	4.2 TO 4.8		
OTHER RELIGIOUS	13.4	8.7 TO 15.4	12.1	9.1 TO 14.4		
OTHER	3.5		1.9			
TOTAL	16.9	7.6 TO 20.5	13.5	6.7 TO 17.7		

	DOLLARS PER UNIT NET SALES					
	1981		1980		YOUR DATA	
	$-AVG	$-RANGE-AVG	$-AVG	$-RANGE-AVG		
ADULT HARDBOUND	5.52	0.44 TO 35.24	5.26	2.41 TO 31.84		
ADULT PAPERBOUND	2.60	1.96 TO 42.95	1.97	1.49 TO 34.48		
JUVENILE HARDBOUND	2.23	1.38 TO 5.02	2.19	1.51 TO 4.44		
JUVENILE PAPERBOUND	1.16	0.63 TO 4.16	1.08	0.54 TO 3.81		
BIBLES, TESTAMENTS, HYMNALS & PRAYERBOOKS	9.15	2.40 TO 14.04	8.40	2.47 TO 12.84		
OTHER RELIGIOUS	4.22	3.30 TO 9.70	3.97	3.12 TO 6.44		
OTHER	0.84	0.21 TO 4.63	2.34	0.26 TO 4.63		
TOTAL	3.35	1.39 TO 37.62	3.10	1.87 TO 32.85		

Note that the ranges for dollars per unit net sales in **Table A2b** are **ranges of averages** reported by participating publishers.

TABLE A3—DOMESTIC NET TRADE BOOK SALES BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS - AS REPORTED BY 21 PUBLISHERS

	ALL SALES		ADULT HARDBOUND		ADULT PAPERBOUND		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
BOOKSTORES (TOTAL)	235891	54.8	115725	52.5	53918	60.0				
GENERAL	175696	51.4	95312	51.4	36483	54.6				
COLLEGE	6898	2.0	1896	1.0	3567	5.3				
RELIGIOUS	3795	1.1	37	0.0	2	0.0				
PAPERBACK	680	0.2	40	0.0	50	0.1				
UNSPECIFIED	48821		18440		13816					
WHOLESALERS	134526	31.2	72780	33.0	19088	21.2				
PREBINDERS	695	0.2	0	0.0	0	0.0				
LIBRARIES & INSTITUTIONS (TOTAL)	24671	5.7	12550	5.7	6682	7.4				
PUBLIC LIBRARIES	2039	0.8	980	0.9	217	0.4				
COLLEGES & UNIVS.	5237	2.2	2535	2.3	2115	3.6				
SCHOOLS	2201	0.9	865	0.8	513	0.9				
OTHER	4276	1.8	1815	1.7	1476	2.5				
UNSPECIFIED	10919		6355		2361					
MASS MARKET OUTLETS	3620	0.8	987	0.4	2112	2.4				
SPECIAL SALES	24378	5.7	15686	7.1	5167	5.8				
DIRECT TO CONSUMER	6897	1.6	2730	1.2	2891	3.2				
TOTAL	430678	100.0	220458	100.0	89858	100.0				

	JUVENILE HARDBOUND		JUVENILE PAPERBOUND		RELIGIOUS		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
BOOKSTORES (TOTAL)	32022	53.3	10978	61.5	11927	56.7				
GENERAL	28830	51.3	9568	58.1	5214	31.8				
COLLEGE	140	0.2	56	0.3	1215	7.4				
RELIGIOUS	875	1.6	200	1.2	2681	16.3				
PAPERBACK	100	0.2	300	1.8	190	1.2				
UNSPECIFIED	2077		854		2627					
WHOLESALERS	24074	40.1	5324	29.8	6024	28.6				
PREBINDERS	358	0.6	100	0.6	0	0.0				
LIBRARIES & INSTITUTIONS (TOTAL)	2793	4.7	464	2.6	2035	9.7				
PUBLIC LIBRARIES	152	0.7	14	0.1	664	3.7				
COLLEGES & UNIVS.	14	0.1	5	0.0	517	2.9				
SCHOOLS	611	2.8	66	0.5	61	0.3				
OTHER	248	1.1	227	1.9	510	2.8				
UNSPECIFIED	1768		152		283					
MASS MARKET OUTLETS	46	0.1	475	2.7	0	0.0				
SPECIAL SALES	679	1.1	475	2.7	474	2.3				
DIRECT TO CONSUMER	91	0.2	33	0.2	587	2.8				
TOTAL	60063	100.0	17849	100.0	21047	100.0				

In **Table A3**, as in other succeeding tables the data appearing in the column headed "All Sales" does **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of sales by product, summarized in the detail columns, others have not. However, all sales reported, whether detailed in other columns or not, are included in the "All Sales" column.

The "percentage of total" shown represents the portion of sales in a product category marketed to the customer type listed in the stub.

TABLE A4—NET TRADE BOOK SALES BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 23 PUBLISHERS

	ALL SALES		ADULT HARDBOUND		ADULT PAPERBOUND		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
UNITED STATES	462277	96.0	235135	95.6	93097	96.0				
CANADA	7650	1.6	4238	1.7	1074	1.1				
FOREIGN (TOTAL)	11511	2.4	6461	2.6	2788	2.9				
LATIN AMERICA	553	0.3	469	0.4	59	0.1				
AUSTRALIA & N.ZEALAND	603	0.3	414	0.3	114	0.3				
ASIA	686	0.4	430	0.4	177	0.4				
UNITED KINGDOM	1158	0.6	670	0.6	392	0.9				
CONTINENTAL EUROPE	1127	0.6	691	0.6	391	0.9				
AFRICA, NEAR & MIDDLE EAST	523	0.3	450	0.4	57	0.1				
UNSPECIFIED	6860		3337		1598					
TOTAL	481437	100.0	245834	100.0	96959	100.0				

	JUVENILE HARDBOUND		JUVENILE PAPERBOUND		RELIGIOUS		YOUR DATA			
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL				
UNITED STATES	62983	96.4	20233	97.9	15761	98.7				
CANADA	1417	2.2	179	0.9	23	0.1				
FOREIGN (TOTAL)	920	1.4	252	1.2	190	1.2				
LATIN AMERICA	6	0.1	1	0.1	18	0.1				
AUSTRALIA & N.ZEALAND	38	0.5	8	0.4	28	0.2				
ASIA	36	0.4	7	0.4	34	0.2				
UNITED KINGDOM	16	0.2	6	0.3	71	0.4				
CONTINENTAL EUROPE	13	0.2	1	0.1	28	0.2				
AFRICA, NEAR & MIDDLE EAST	4	0.0	1	0.1	11	0.1				
UNSPECIFIED	807		228		0					
TOTAL	65320	100.0	20665	100.0	15974	100.0				

TABLE A5—OPERATING DATA OF TRADE BOOK PUBLISHERS—BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 28 PUBLISHERS

	ALL PUBLISHERS			YOUR DATA			
	$	PERCENT OF NET SALES					
		AVERAGE	MID-RANGE				
GROSS SALES	569937	119.8	111.7 TO 127.4				
RETURNS AND ALLOWANCES	94198	19.8	11.7 TO 27.4				
NET SALES	475738	100.0	100.0 TO 100.0				
COST OF SALES							
MANUFACTURING	194733	40.9	35.5 TO 47.1				
ROYALTIES	74441	15.6	8.3 TO 19.0				
TOTAL COST OF SALES	269174	56.6	49.7 TO 65.6				
GROSS MARGIN ON SALES	206564	43.4	34.4 TO 50.3				
OTHER INCOME	51355	10.8	4.3 TO 14.5				
OPERATING EXPENSE							
EDITORIAL	22583	5.2	3.7 TO 6.2				
PRODUCTION	8085	1.9	1.4 TO 2.8				
MARKETING	66140	15.1	12.9 TO 19.4				
FULFILLMENT	46158	10.6	6.4 TO 13.2				
GENERAL & ADMIN.	57383	13.1	11.2 TO 17.1				
UNSPECIFIED	17811						
TOTAL OPERATING EXPENSE	218161	45.9	40.2 TO 54.4				
NET INCOME FROM OPERATIONS	39759	8.4	-1.9 TO 20.7				

Continued on page 30

TABLE A5—OPERATING DATA OF TRADE BOOK PUBLISHERS—BY TYPE OF BOOK

(continued from page 29)

	ADULT HARDBOUND			ADULT PAPERBOUND		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	264283	122.0	112.9 TO 128.9	80920	117.0	111.8 TO 120.1
RETURNS AND ALLOWANCES	47733	22.0	12.9 TO 28.9	11765	17.0	11.8 TO 20.1
NET SALES	216550	100.0	100.0 TO 100.0	69155	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	92732	42.8	37.5 TO 49.3	24639	35.6	27.8 TO 37.0
ROYALTIES	38246	17.7	8.4 TO 21.9	10520	15.2	10.3 TO 15.4
TOTAL COST OF SALES	130978	60.5	49.6 TO 69.6	35159	50.8	38.5 TO 52.9
GROSS MARGIN ON SALES	85574	39.5	30.4 TO 50.4	33994	49.2	47.1 TO 61.5
OTHER INCOME	30973	14.3	6.8 TO 20.6	5443	7.9	0.9 TO 20.3
OPERATING EXPENSE						
EDITORIAL	12813	5.9	4.0 TO 9.3	3244	4.7	1.5 TO 6.0
PRODUCTION	4121	1.9	1.5 TO 3.3	1273	1.8	0.9 TO 2.9
MARKETING	32654	15.1	11.9 TO 21.1	11590	16.8	13.5 TO 23.3
FULFILLMENT	20692	9.6	5.8 TO 12.0	9359	13.5	6.7 TO 18.3
GENERAL & ADMIN.	27306	12.6	9.7 TO 19.3	9800	14.2	11.6 TO 17.4
UNSPECIFIED	0			0		
TOTAL OPERATING EXPENSE	97586	45.1	37.3 TO 56.8	35266	51.0	40.9 TO 62.8
NET INCOME FROM OPERATIONS	18961	8.8	-1.3 TO 25.4	4171	6.0	0.1 TO 24.1

Continued on page 31

Operating data of Trade and Religious Publishers is reported in two sections. The first section, Tables A5 to A11, provides some breakdown by type of book; the second section, Tables A12 to A18, analyzes the data by size of publisher.

Tables A5 and A12 are summary tables, offering composite income statements of the reporting publishers. The remaining tables detail specific expense areas.

Publishers, while asked to provide sales data on a calendar year basis, were given the option to furnish operating information on a fiscal year basis. 10 publishers exercised this option.

The months terminating their reporting year are listed below, together with the number of publishers for each period:

January - 2	June - 1	November - 1
March - 2	September - 1	December - 1
April - 1	October - 1	

As noted in a similar comment for Table A3, the column headed "All Publishers" in Table A5, does **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of operating data by product line, summarized in the detail columns, while others have not. However, all data reported, whether detailed in other columns or not, are included in the "All Publishers" column.

TABLE AS—OPERATING DATA OF TRADE BOOK PUBLISHERS—BY TYPE OF BOOK

(continued from page 30)

	JUVENILE			RELIGIOUS		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	86816	109.2	107.5 TO 112.6	26568	125.1	108.5 TO 154.4
RETURNS AND ALLOWANCES	7340	9.2	7.5 TO 12.6	5329	25.1	8.5 TO 54.4
NET SALES	79476	100.0	100.0 TO 100.0	21239	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	30082	37.9	30.5 TO 48.4	8416	39.6	32.2 TO 47.0
ROYALTIES	11308	14.2	13.4 TO 18.3	2583	12.2	6.2 TO 18.7
TOTAL COST OF SALES	41390	52.1	48.3 TO 65.1	10999	51.8	46.5 TO 56.0
GROSS MARGIN ON SALES	38086	47.9	34.9 TO 51.7	10240	48.2	44.0 TO 53.5
OTHER INCOME	7503	9.4	5.2 TO 8.2	603	2.8	0.6 TO 5.4
OPERATING EXPENSE						
EDITORIAL	3502	4.4	3.6 TO 10.1	828	4.5	2.3 TO 7.3
PRODUCTION	1231	1.5	1.4 TO 2.6	428	2.3	1.5 TO 2.8
MARKETING	9159	11.5	11.2 TO 17.4	3021	16.4	12.5 TO 18.6
FULFILLMENT	8895	11.2	8.4 TO 16.0	1792	9.7	6.3 TO 12.3
GENERAL & ADMIN.	10941	13.8	12.2 TO 19.8	2503	13.6	9.4 TO 18.5
UNSPECIFIED	0			1333		
TOTAL OPERATING EXPENSE	33728	42.4	39.9 TO 64.7	9905	46.6	39.4 TO 58.0
NET INCOME FROM OPERATIONS	11862	14.9	-12.3 TO 24.7	938	4.4	-8.7 TO 11.2

TABLE A6—MANUFACTURING AND ROYALTY EXPENSE—BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 21 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $359,492,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	94759	26.4	44371	26.5	10897	19.9	20515	29.9	4082	28.7
PURCHASES (TOTAL)	148614	41.3	74396	44.5	19430	35.5	28664	41.8	6177	43.4
PLANT COSTS	19152	5.6	11074	6.6	1991	3.6	2951	4.3	394	3.3
PAPER, PRINTING & BINDING	123223	35.8	63322	37.9	17439	31.9	25434	37.4	4823	40.1
UNSPECIFIED	6239		0		0		279		960	
COST OF FREE BOOKS	2498	0.7	1364	0.8	390	0.7	275	0.4	26	0.2
WRITE DOWNS	9895	2.8	5924	3.5	1753	3.2	1285	1.9	177	1.2
ENDING INVENTORY AFTER WRITE DOWNS	102042	28.4	43088	25.8	10284	18.8	24074	35.4	4625	38.5
TOTAL MANUFACTURING EXP.	138832	38.6	74315	44.5	19653	35.9	24830	36.2	5608	39.4

THOUSANDS OF DOLLARS - AS REPORTED BY 20 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $388,577,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	57691	14.8	31000	16.9	8755	13.7	10325	14.3	1820	13.8
FEES IN LIEU OF ROYALTIES	1		0	0.0	0	0.0	1	0.0	0	0.0
ADVANCES WRITTEN OFF	5844		3612	2.0	923	1.4	148	0.2	393	3.0
TOTAL ROYALTIES	63535	16.4	34612	18.8	9679	15.2	10474	14.5	2213	16.8

The composite manufacturing cost figure in Table A6 includes data that reflect varying treatments of plant costs. Since a levelling effect takes place where the data are consolidated, the possibility of distortion is minimized. Nevertheless, a publisher who compares his own data with those in the survey should bear in mind that the inventory and purchase figures shown represent a mix that includes plant costs being written off, plant costs being amortized, and plant costs that have been inventoried.

To place the survey data in perspective, the practices of some of the participating publishers, together with the net sales and manufacturing cost figures related to each practice, are shown below.

Although the group of publishers reporting plant cost treatment is not identical to that whose manufacturing costs is analyzed in Table A6, there is sufficient overlap and similarity to make the two groups comparable.

Treatment of Plant Costs	Number of Publishers	Net Sales For Group	Mfg. Cost For Group
Written off as incurred	6	$116.9 million	$40.6 million
Written off on publication	6	$165.9 million	$64.8 million
Written off in year of publication	5	$100.1 million	$36.1 million
Written into inventory	3	$47.7 million	$24.3 million
Amortized (2-5 years)	3	$24.9 million	$11.0 million

In addition to providing operating data on royalties reported in **Table A6,** publishers were asked to report the level or royalty advances carried on their balance sheets at reporting year end. A total of 14 publishers with combined net sales of $286.4 million responded, reporting a total aggregate advance of $35.9 million (12.5% of net sales). Of these publishers, 9 reported Adult Hardcover sales of $125.7 million and advances on Adult Hardcover titles of $23.5 million (18.7% of net sales). 7 publishers reported Adult Paperbound sales of $45.6 million, and advances on Adult Paperbound titles of $3.8 million (8.3% of net sales). 8 Juvenile publishers, with net sales of $60.6 million, reported advances of $2.4 million (4.0% on net sales). 6 publishers with net sales of $26.9 million, reported unspecified advances of $6.2 million.

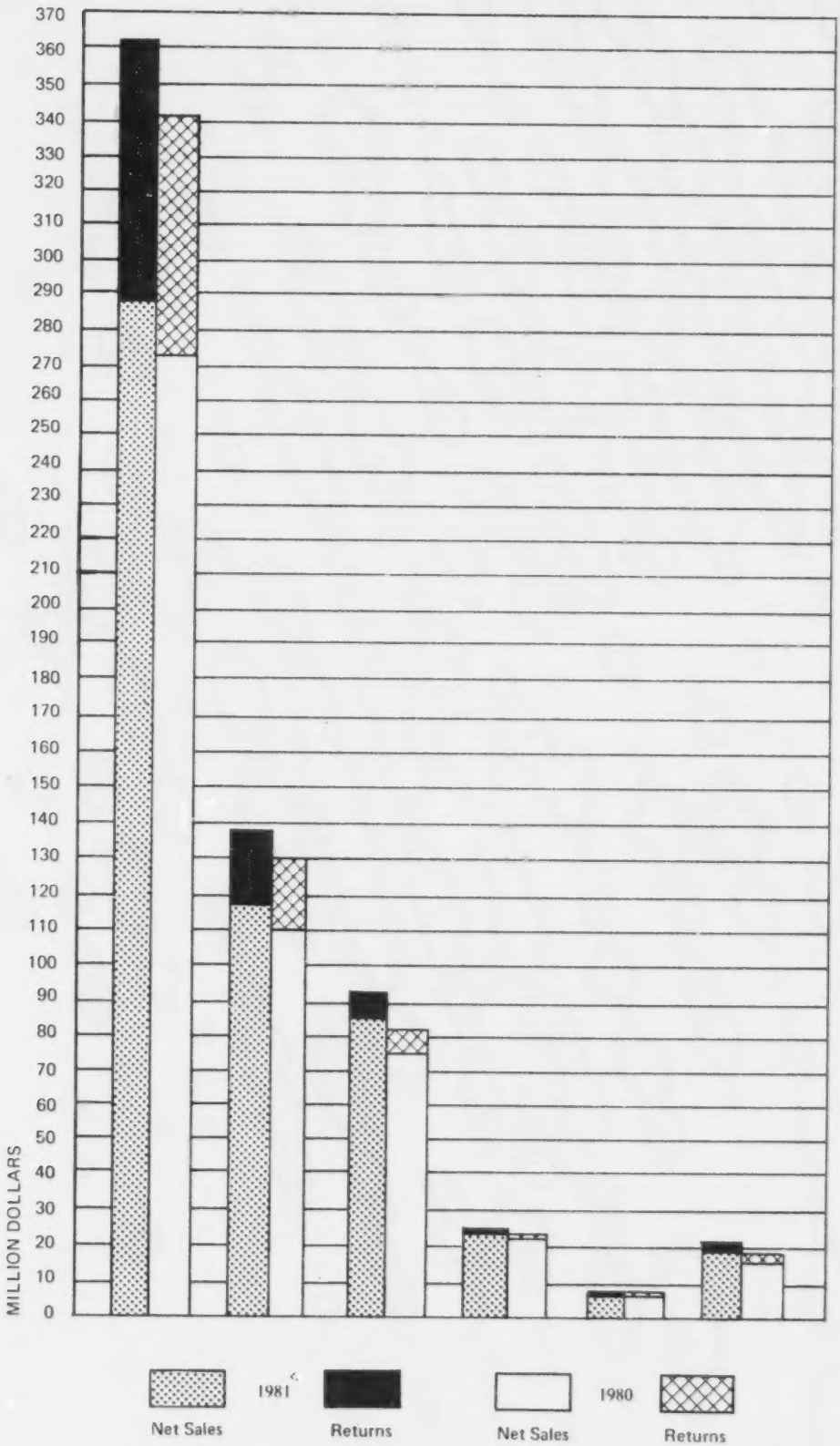


FIGURE 6 - 1981 AND 1980 NET SALES AND RETURNS OF TRADE AND RELIGIOUS BOOKS

As reported by 27 Publishers (See Table A2a page 24)

TABLE A7—OTHER PUBLISHING INCOME—BY TYPE OF BOOK

THOUSANDS OF DOLLARS

	9 PUBLISHERS WITH NET SALES OF $232,662,000						3 PUBLISHERS WITH NET SALES OF $46,530,000	
	TOTAL INCOME		AUTHORS' SHARE		PUBL. SHARE		PUBL. SH. ONLY	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	52129	22.4	27252	11.7	24877	10.7	3636	7.8
REPRINT - HARDBOUND	4640	2.0	2713	1.2	1927	0.8	73	0.2
REPRINT - PAPERBOUND	22816	9.8	11972	5.1	10844	4.7	2097	4.5
BOOK CLUB	12000	5.2	5844	2.5	6155	2.6	1016	2.2
PERMISSIONS	529	0.2	286	0.1	244	0.1	147	0.3
FOREIGN & TRANSLATION	7326	3.1	5073	2.2	2253	1.0	228	0.5
SERIAL, DIGEST & SYNDICATION	887	0.4	453	0.2	434	0.2	33	0.1
OTHER	3931	1.7	911	0.4	3020	1.3	41	0.1
GENERAL	6388	2.7	205	0.1	6183	2.7	1071	2.3
TOTAL OTHER INCOME	58517	25.2	27456	11.8	31061	13.4	4707	10.1

10 PUBLISHERS WITH NET SALES OF $233,879,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	52314	22.4	35221	26.8	7306	34.4	9196	19.2	591	7.2
REPRINT - HARDBOUND	4640	2.0	4187	3.2	133	0.6	310	0.6	11	0.1
REPRINT - PAPERBOUND	22916	9.8	17459	13.3	4227	19.9	995	2.1	236	2.9
BOOK CLUB	12080	5.2	7198	5.5	1008	4.7	3778	7.9	95	1.2
PERMISSIONS	531	0.2	379	0.3	33	0.2	95	0.2	25	0.3
FOREIGN & TRANSLATION	7328	3.1	4178	3.2	1356	6.4	1651	3.4	142	1.7
SERIAL, DIGEST & SYNDICATION	887	0.4	762	0.6	107	0.5	16	0.0	2	0.0
OTHER	3931	1.7	1058	0.8	441	2.1	2352	4.9	80	1.0
GENERAL	6388	2.7	5232	4.0	957	4.5	199	0.4	0	0.0
TOTAL OTHER PUBL. INCOME	58702	25.1	40453	30.7	8263	38.9	9395	19.6	591	7.2
AUTHORS' SHARE	27550	11.8	19448	14.8	3964	18.6	3819	8.0	319	3.9
PUBLISHER'S SHARE	31151	13.3	21005	16.0	4298	20.2	5576	11.6	271	3.3

In **Table A7**, publishers are asked to report **all** subsidiary income and to show authors' shares and publishers' shares separately. As some respondents are unable to comply with some details of the request, data are here reported in three ways: in the upper section data are summarized **by type of income** for 9 publishers who are able to separate authors' shares from their own, as well as (in the right -hand panel) for 3 other publishers who are able only to report their own shares. In the lower section data are summarized **by type of book** for 10 publishers reporting both authors' shares and their own.

TABLE A8—EDITORIAL AND PRODUCTION EXPENSE—BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 25 TRADE BOOK PUBLISHERS WITH TOTAL NET SALES OF $452,028,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE										
SALARIES	15574	3.4	8568	4.1	1832	2.8	2319	3.1	538	2.8
OUTSIDE EDITORIAL EXP	2454	0.5	1236	0.6	358	0.6	322	0.4	95	0.5
TRAVEL & ENTERTAINMNT	1519	0.3	811	0.4	198	0.3	147	0.2	64	0.3
OTHER	3414	0.8	1815	0.9	642	1.0	648	0.9	131	0.7
TOTAL EDITORIAL EXPENSE	22961	5.1	12429	6.0	3030	4.7	3436	4.6	828	4.3

THOUSANDS OF DOLLARS - AS REPORTED BY 22 TRADE BOOK PUBLISHERS WITH TOTAL NET SALES OF $430,934,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE										
SALARIES	6231	1.4	3081	1.6	904	1.4	961	1.3	290	1.5
OUTSIDE PRODUCT'N EXP	154	0.0	61	0.0	22	0.0	11	0.0	22	0.1
OTHER	1599	0.4	827	0.4	306	0.5	236	0.3	116	0.6
TOTAL PRODUCTION EXPENSE	7984	1.9	3968	2.1	1232	1.9	1207	1.6	428	2.2

TABLE A9—MARKETING EXPENSE—BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 25 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $455,803,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE										
SALESMEN'S SALARIES & COMMISSIONS	11759	2.6	5191	2.5	2083	3.1	1750	2.2	281	1.5
SALESMAN'S TRAVEL & ENTERTAINMENT	3634	0.8	1622	0.8	637	0.9	650	0.8	158	0.8
DEPARTMENTAL SALARIES	5518	1.2	2468	1.2	1222	1.8	625	0.8	286	1.5
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1231	0.3	365	0.2	282	0.4	211	0.3	74	0.4
OTHER	5506	1.2	2559	1.2	1113	1.6	857	1.1	272	1.4
TOTAL SELLING EXPENSE	27649	6.1	12205	5.8	5337	7.9	4093	5.2	1071	5.6
PROMOTION										
DEPARTMENTAL SALARIES	5608	1.2	2506	1.2	868	1.3	659	0.8	432	2.3
SPACE ADVERTISING	14553	3.2	8041	3.8	1881	2.8	1323	1.7	626	3.3
CATALOGS AND TRADE ADVERTISING	4068	0.9	1416	0.7	602	0.9	744	0.9	358	1.9
DIRECT MAIL	1899	0.4	868	0.4	255	0.4	379	0.5	42	0.2
PUBLICITY	3778	0.8	2063	1.0	602	0.9	452	0.6	126	0.7
FREE COPIES	3731	0.8	1839	0.9	651	1.0	573	0.7	66	0.3
EXHIBITS	1303	0.3	527	0.3	224	0.3	226	0.3	56	0.3
OTHER	5230	1.1	2664	1.3	941	1.4	520	0.7	245	1.3
TOTAL PROMOTION EXPENSE	40170	8.8	19923	9.4	6024	8.9	4876	6.2	1950	10.2
TOTAL MARKETING EXPENSE	67819	14.9	32128	15.2	11361	16.7	8969	11.4	3021	15.8

TABLE A10—FULFILLMENT EXPENSE—BY TYPE OF BOOK

THOUSANDS OF DOLLARS

15 PUBLISHERS WITH NET SALES OF $343,770,000 -- INTERNAL FACILITIES	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING										
SALARIES	7749	2.3	3857	2.3	2080	3.1	1248	1.8	320	2.0
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	3264	0.9	1545	0.9	774	1.1	687	1.0	98	0.6
EQUIPMENT & SUPPLIES	1667	0.5	893	0.5	401	0.6	262	0.4	70	0.4
TOTAL ORDER PROCESSING	12680	3.7	6295	3.7	3255	4.8	2197	3.1	488	3.1
SHIPPING & WAREHOUSING										
SALARIES	11395	3.3	5222	3.1	2900	4.3	2629	3.7	371	2.4
OCCUPANCY	4550	1.3	2185	1.3	1009	1.5	1093	1.6	125	0.8
EQUIPMENT & SUPPLIES	3113	0.9	1421	0.9	737	1.1	723	1.0	162	1.0
TRANSPORTATION CHRGES	4753	1.4	2063	1.2	1299	1.9	1025	1.5	219	1.4
UNSPECIFIED	151		61		37		40		11	
TOTAL SHIPPING AND WAREHOUSING	23962	7.0	10952	6.5	5982	8.8	5510	7.8	888	5.6
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	36642	10.7	17248	10.3	9237	13.6	7707	10.9	1377	8.7

In addition to the data detailed in **Table A10**, 9 publishers with net sales of $103.1 million reported utilizing combinations of internal and external facilities in handling their fulfillment. Their combined order processing costs were $2.9 million (2.9% of net sales) and their combined shipping and warehousing expenses were $6.8 million (6.7% of net sales) for a total combined fulfillment expense of $9.7 million or 9.4% of net sales.

Data on outside fulfillment expense only were insufficiently reported.

TABLE A11—GENERAL AND ADMINISTRATIVE EXPENSE—BY TYPE OF BOOK

THOUSANDS OF DOLLARS - AS REPORTED BY 20 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $411,142,000

	ALL PUBLISHERS		ADULT HARDBOUND		ADULT PAPERBOUND		JUVENILE		RELIGIOUS	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	5571	1.4	2943	1.4	788	1.2	1161	1.5	197	1.0
ACCOUNTING SALARIES	5065	1.2	2458	1.2	1038	1.5	990	1.3	202	1.1
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	8297	2.0	2619	1.2	1173	1.7	1136	1.4	205	1.1
GENERAL TRAVEL AND ENTERTAINMENT	894	0.2	435	0.2	175	0.3	188	0.2	39	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2323	0.6	1085	0.5	352	0.5	624	0.8	125	0.7
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	8467	2.1	4264	2.0	1537	2.3	1874	2.4	424	2.2
EMPLOYEE BENEFITS (TOTL)	14052	3.4	6558	3.1	2695	4.0	3268	4.2	731	3.8
PENSIONS	2119	0.6	940	0.5	511	0.8	390	0.5	279	1.5
DEFERRED PROFIT SHAR.	2386	0.6	1227	0.6	367	0.5	755	1.1	36	0.2
HOSPITAL AND GROUP INSURANCE	3346	0.9	1715	0.8	691	1.0	729	1.0	139	0.7
PAYROLL TAXES	4435	1.2	2104	1.0	987	1.5	972	1.4	253	1.3
OTHER	605	0.2	292	0.1	139	0.2	150	0.2	25	0.1
UNSPECIFIED	1160		280		0		271		0	
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	899	0.2	495	0.2	185	0.3	173	0.2	16	0.1
PERSONAL PROP. TAXES	251	0.1	127	0.1	53	0.1	67	0.1	5	0.0
ALL OTHER	336	0.1	165	0.1	46	0.1	106	0.1	11	0.1
UNSPECIFIED	312		204		86		0		0	
OTHER	11416	2.8	6394	3.0	1830	2.7	1459	1.9	563	3.0
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	56984	13.9	27252	12.9	9772	14.4	10873	13.9	2503	13.1

TABLE A12—OPERATING DATA OF TRADE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 28 PUBLISHERS

	ALL PUBLISHERS			12 PUBLISHERS WITH NET SALES UNDER $10 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	569937	119.8	111.7 TO 127.4	61823	127.1	106.6 TO 147.0
RETURNS AND ALLOWANCES	94198	19.8	11.7 TO 27.4	13176	27.1	6.6 TO 47.0
NET SALES	475738	100.0	100.0 TO 100.0	48646	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	194733	40.9	35.5 TO 47.1	20211	41.5	34.1 TO 54.2
ROYALTIES	74441	15.6	8.3 TO 19.0	8782	18.1	9.0 TO 18.4
TOTAL COST OF SALES	269174	56.6	49.7 TO 65.6	28993	59.6	46.6 TO 78.1
GROSS MARGIN ON SALES	206564	43.4	34.4 TO 50.3	19653	40.4	21.9 TO 53.4
OTHER INCOME	51355	10.8	4.3 TO 14.5	4827	9.9	3.0 TO 19.9
OPERATING EXPENSE						
EDITORIAL	22583	5.2	3.7 TO 6.2	2369	4.9	2.9 TO 6.0
PRODUCTION	8085	1.9	1.4 TO 2.8	1060	2.2	1.3 TO 4.9
MARKETING	66140	15.1	12.9 TO 19.4	8865	18.2	14.0 TO 21.8
FULFILLMENT	46158	10.6	6.4 TO 13.2	5680	11.7	5.9 TO 14.6
GENERAL & ADMIN.	57383	13.1	11.2 TO 17.1	8157	16.8	11.4 TO 19.3
UNSPECIFIED	17811			0		
TOTAL OPERATING EXPENSE	218161	45.9	40.2 TO 54.4	26132	53.7	42.2 TO 63.3
NET INCOME FROM OPERATIONS	39759	8.4	-1.9 TO 20.7	-1651	-3.4	-15.8 TO 27.8

TABLE A12—OPERATING DATA OF TRADE PUBLISHERS—BY SIZE OF PUBLISHERS

(continued from page 37)

	13 PUBLISHERS WITH NET SALES $10-$35 MILLION			3 PUBLISHERS WITH NET SALES OVER $35 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	263133	120.3	114.2 TO 124.4	244981	117.6	115.4 TO 122.6
RETURNS AND ALLOWANCES	44403	20.3	14.2 TO 24.4	36619	17.6	15.4 TO 22.6
NET SALES	218730	100.0	100.0 TO 100.0	208362	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	95362	43.6	37.3 TO 47.7	79160	38.0	32.1 TO 45.6
ROYALTIES	27033	12.4	1.9 TO 19.6	38626	18.5	17.5 TO 20.3
TOTAL COST OF SALES	122395	56.0	50.3 TO 62.7	117786	56.5	50.9 TO 65.9
GROSS MARGIN ON SALES	96335	44.0	37.3 TO 49.7	90576	43.5	34.1 TO 49.1
OTHER INCOME	15244	7.0	3.0 TO 9.7	31284	15.0	13.3 TO 17.3
OPERATING EXPENSE						
EDITORIAL	8657	4.9	3.8 TO 6.4	11557	5.5	4.1 TO 7.0
PRODUCTION	3021	1.7	1.4 TO 2.3	4004	1.9	1.5 TO 2.4
MARKETING	26583	14.9	10.7 TO 17.1	30692	14.7	12.6 TO 19.9
FULFILLMENT	16496	9.3	6.2 TO 10.9	23982	11.5	9.9 TO 13.4
GENERAL & ADMIN.	23009	12.9	10.9 TO 15.8	26217	12.6	8.0 TO 17.0
UNSPECIFIED	17811			0		
TOTAL OPERATING EXPENSE	95577	43.7	38.6 TO 49.7	96452	46.3	42.0 TO 50.6
NET INCOME FROM OPERATIONS	16002	7.3	1.4 TO 22.3	25408	12.2	0.7 TO 17.7

TABLE A13—MANUFACTURING AND ROYALTY EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 19 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $210,575,000

	ALL PUBLISHERS		9 PUBLISHERS WITH NET SALES UP TO $10 MILLION		10 PUBLISHERS WITH NET SALES $10-$35 MILLION			
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
BEGINNING INVENTORY	59211	28.1	12441	38.6	46770	27.8		
PURCHASES (TOTAL)	85552	40.6	10864	33.7	74688	44.4		
PLANT COSTS	10409	5.3	2107	7.4	8302	5.3		
PAPER, PRINTING & BINDING	68904	35.3	7518	26.3	61385	39.7		
UNSPECIFIED	6239		1239		5000			
COST OF FREE BOOKS	1430	0.7	315	1.0	1115	0.7		
WRITE DOWNS	5015	2.4	1264	3.9	3751	2.2		
ENDING INVENTORY AFTER WRITE DOWNS	61142	29.0	10454	32.4	50688	30.1		
TOTAL MANUFACTURING EXP.	82190	39.0	12537	38.9	69654	41.4		

THOUSANDS OF DOLLARS - AS REPORTED BY 20 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $388,577,000

	ALL PUBLISHERS		8 PUBLISHERS WITH NET SALES UP TO $10 MILLION		9 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	57691	14.8	5731	19.7	18067	12.0	33893	16.3
FEES IN LIEU OF ROYALTIES	1	0.0	1	0.0	0	0.0	0	0.0
ADVANCES WRITTEN OFF	5844	1.5	32	0.1	2626	1.7	3186	1.5
TOTAL ROYALTIES	63535	16.4	5764	19.8	20693	13.7	37079	17.8

TABLE A14—OTHER PUBLISHING INCOME—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 8 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $ 74,877,000

	ALL PUBLISHERS		4 PUBLISHERS WITH NET SALES UP TO $10 MILLION		4 PUBLISHERS WITH NET SALES $10-$35 MILLION			
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SUBSIDIARY RIGHTS (TOTL)	13375	17.9	3896	21.1	9479	14.3		
REPRINT - HARDBOUND	4223	5.6	2166	11.7	2058	3.1		
REPRINT - PAPERBOUND	4505	6.0	423	2.3	4082	6.1		
BOOK CLUB	2841	3.8	757	4.1	2083	3.1		
PERMISSIONS	157	0.2	11	0.1	147	0.2		
FOREIGN & TRANSLATION	1094	1.5	387	2.1	707	1.1		
SERIAL, DIGEST & SYNDICATION	287	0.4	113	0.6	174	0.3		
OTHER	267	0.4	39	0.2	229	0.3		
GENERAL	1963	2.6	1254	6.8	709	1.1		
TOTAL OTHER PUBL. INCOME	15338	20.5	5149	27.9	10188	15.3		
AUTHORS' SHARE	7577	10.1	2146	11.6	5431	8.2		
PUBLISHER'S SHARE	7761	10.4	3003	16.3	4758	7.2		

Please refer also to text with **Table A7** on page 34.

TABLE A15—EDITORIAL AND PRODUCTION EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 25 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $452,028,000

	ALL PUBLISHERS		10 PUBLISHERS WITH NET SALES UP TO $10 MILLION		12 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	15574	3.4	1232	3.2	7393	3.6	6949	3.3
OUTSIDE EDITORIAL EXP	2454	0.5	197	0.5	796	0.4	1461	0.7
TRAVEL & ENTERTAINMNT	1519	0.3	125	0.3	737	0.4	657	0.3
OTHER	3414	0.8	197	0.5	729	0.4	2489	1.2
TOTAL EDITORIAL EXPENSE	22961	5.1	1750	4.6	9655	4.7	11556	5.5

THOUSANDS OF DOLLARS - AS REPORTED BY 22 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $430,934,000

	ALL PUBLISHERS		8 PUBLISHERS WITH NET SALES UP TO $10 MILLION		11 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	6231	1.4	575	1.9	2740	1.4	2916	1.4
OUTSIDE PRODUCT'N EXP	154	0.0	37	0.1	62	0.0	55	0.0
OTHER	1599	0.4	74	0.3	492	0.3	1033	0.5
TOTAL PRODUCTION EXPENSE	7984	1.9	687	2.3	3293	1.7	4004	1.9

TABLE A16—MARKETING EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 25 TRADE BOOK PUBLISHERS
WITH TOTAL NE SALES OF $455,803,000

	ALL PUBLISHERS		10 PUBLISHERS WITH NET SALES UP TO $10 MILLION		12 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE								
SALESMEN'S SALARIES & COMMISSIONS	11759	2.6	1872	4.5	5446	2.6	4441	2.1
SALESMEN'S TRAVEL & ENTERTAINMENT	3634	0.8	295	0.7	1878	0.9	1461	0.7
DEPARTMENTAL SALARIES	5518	1.2	533	1.3	2243	1.1	2742	1.3
DEPARTMENTAL TRAVEL & ENTERTAINMENT	1231	0.3	93	0.2	489	0.2	649	0.3
OTHER	5506	1.2	508	1.2	1474	0.7	3524	1.7
TOTAL SELLING EXPENSE	27649	6.1	3301	7.9	11530	5.6	12818	6.2
PROMOTION								
DEPARTMENTAL SALARIES	5608	1.2	553	1.3	2637	1.3	2418	1.2
SPACE ADVERTISING	14553	3.2	1124	2.7	6544	3.2	6885	3.3
CATALOGS AND TRADE ADVERTISING	4068	0.9	589	1.4	2149	1.0	1330	0.6
DIRECT MAIL	1899	0.4	614	1.5	718	0.3	566	0.3
PUBLICITY	3778	0.8	216	0.5	1329	0.6	2233	1.1
FREE COPIES	3731	0.8	263	0.6	1888	0.9	1579	0.8
EXHIBITS	1303	0.3	135	0.3	768	0.4	400	0.2
OTHER	5230	1.1	547	1.3	2220	1.1	2463	1.2
TOTAL PROMOTION EXPENSE	40170	8.8	4041	9.7	18254	8.9	17875	8.6
TOTAL MARKETING EXPENSE	67819	14.9	7342	17.6	29785	14.5	30693	14.7

TABLE A17—FULFILLMENT EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

15 PUBLISHERS WITH NET SALES OF $343,770,000 USING INTERNAL FACILITIES	ALL PUBLISHERS		6 PUBLISHERS WITH NET SALES UP TO $10 MILLION		6 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	7749	2.3	971	3.7	2331	2.1	4447	2.1
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	3264	0.9	280	1.1	735	0.7	2250	1.1
EQUIPMENT & SUPPLIES	1667	0.5	116	0.4	643	0.6	907	0.4
TOTAL ORDER PROCESSING	12680	3.7	1367	5.3	3709	3.4	7604	3.6
SHIPPING & WAREHOUSING								
SALARIES	11395	3.3	646	2.5	3208	2.9	7541	3.7
OCCUPANCY	4550	1.3	301	1.2	1319	1.2	2931	1.4
EQUIPMENT & SUPPLIES	3113	0.9	103	0.4	935	0.9	2076	1.0
TRANSPORTATION CHRGES	4753	1.4	144	0.6	928	0.8	3681	1.8
UNSPECIFIED	151		0		0		151	
TOTAL SHIPPING AND WAREHOUSING	23962	7.0	1194	4.6	6389	5.8	16378	7.9
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	36642	10.7	2561	9.9	10098	9.2	23982	11.5

THOUSANDS OF DOLLARS

4 PUBLISHERS WITH NET SALES OF $69,573,000 USING SPLIT FACILITIES	ALL PUBLISHERS		WITH NET SALES UP TO $10 MILLION		WITH NET SALES $10-$35 MILLION		0 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES			$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	1139	1.6	151	3.1	988	1.5	0	0.0
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	359	0.5	45	0.9	317	0.5	0	0.0
EQUIPMENT & SUPPLIES	324	0.5	48	1.0	275	0.4	0	0.0
TOTAL ORDER PROCESSING	1822	2.6	245	5.0	1580	2.4	0	0.0
SHIPPING & WAREHOUSING								
SALARIES	0	0.0	0	0.0	0	0.0	0	0.0
OCCUPANCY	0	0.0	0	0.0	0	0.0	0	0.0
EQUIPMENT & SUPPLIES	0	0.0	0	0.0	0	0.0	0	0.0
TRANSPORTATION CHRGES	156	3.4	0	0.0	156	3.6	0	0.0
UNSPECIFIED	2192				2192		0	
TOTAL SHIPPING AND WAREHOUSING	2348	3.4	0	0.0	2348	5.6	0	0.0
TOTAL FULFILLMENT EXP. UTILIZING INTERNAL FACILITIES	4170	6.0	245	5.0	3928	6.1	0	0.0
ORDER PROCESSING	348	0.5	0	0.0	348	0.5	0	0.0
SHIPPING & WAREHOUSING	2932	4.2	326	6.7	2607	4.0	0	0.0
TOTAL FULFILLMENT EXP. EMPLOYING OUTSIDE SERVICES	3281	4.7	326	6.7	2955	4.6	0	0.0
TOTAL FULFILLMENT EXP.	7451	10.7	568	11.6	6883	10.6	0	0.0

TABLE A18—GENERAL AND ADMINISTRATIVE EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 20 TRADE BOOK PUBLISHERS
WITH TOTAL NET SALES OF $411,142,000

	ALL PUBLISHERS		7 PUBLISHERS WITH NET SALES UP TO $10 MILLION		10 PUBLISHERS WITH NET SALES $10-$35 MILLION		3 PUBLISHERS WITH NET SALES ABOVE $35 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	5571	1.4	762	2.2	2775	1.6	2034	1.0
ACCOUNTING SALARIES	5065	1.2	516	1.5	1929	1.1	2620	1.3
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	8297	2.0	3714	10.8	2056	1.2	2527	1.2
GENERAL TRAVEL AND ENTERTAINMENT	894	0.2	112	0.3	323	0.2	459	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2323	0.6	319	0.9	383	0.2	1621	0.8
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	8467	2.1	1280	3.7	2909	1.7	4278	2.1
EMPLOYEE BENEFITS (TOTL)	14052	3.4	1467	4.3	3700	2.2	8885	4.3
PENSIONS	2119	0.6	397	1.4	553	0.4	1169	0.6
DEFERRED PROFIT SHAR.	2386	0.6	64	0.2	140	0.1	2182	1.0
HOSPITAL AND GROUP INSURANCE	3346	0.9	275	1.0	903	0.7	2168	1.0
PAYROLL TAXES	4435	1.2	425	1.5	1118	0.9	2892	1.4
OTHER	605	0.2	44	0.2	87	0.1	474	0.2
UNSPECIFIED	1160		263		898		0	
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	899	0.2	368	1.1	153	0.1	378	0.2
PERSONAL PROP. TAXES	251	0.1	35	0.5	33	0.0	183	0.1
ALL OTHER	336	0.1	43	0.6	98	0.1	195	0.1
UNSPECIFIED	312		290		22		0	
OTHER	11416	2.8	1200	3.5	6801	4.0	3415	1.6
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	56934	13.9	9738	28.2	21029	12.5	26218	12.6

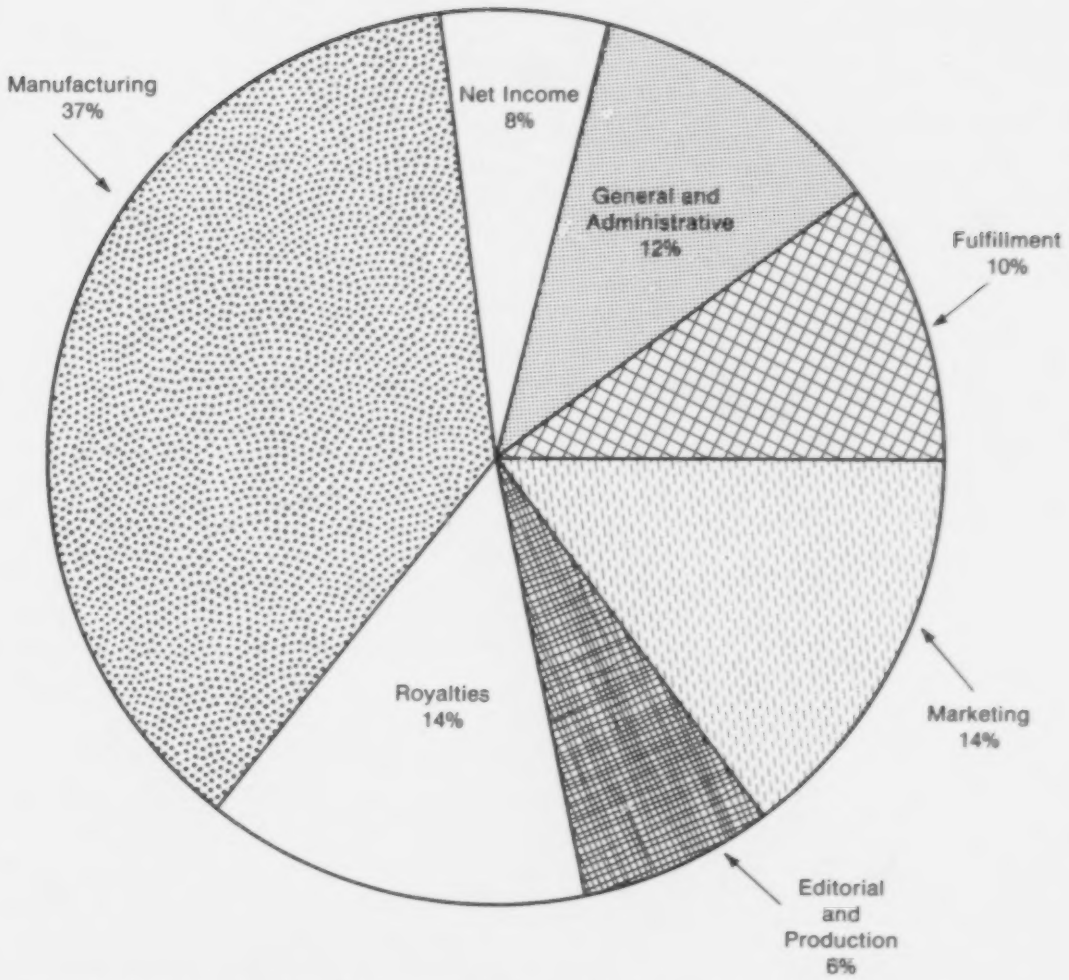


FIGURE 7-1981 DISPOSITION OF INCOME BY TRADE AND RELIGIOUS BOOK PUBLISHERS

Averages based on data reported in Tables A5 and A12
Income (100%) = Net Sales (90.3%) plus Other Income (9.7%)

TABLE A19—BILLINGS AND RECEIVABLES

OF TRADE BOOK PUBLISHERS

	REPLIES	AMOUNT
NET SALES ($000)	14	185819
NUMBER OF INVOICES ANNUALLY (000)		1771
AVERAGE INV. VALUE		104.92
NUMBER OF CREDIT MEMOS ANNUALLY (000)	11	218
ACCOUNTS RECEIVABLE (AT YEAR END - $000)	17	151791
PERCENT OF NET SALES		41.2
ACCOUNTS RECE. - AGED TOTAL ($000)	15	139956
PCT. CURRENT		56.4
PCT. 1-30 DAYS		20.3
PCT. 31-60 DAYS		11.5
PCT. 61 DAYS AND OVER		11.8
BAD DEBT RESERVE ($000)	16	4408
PCT. OF NET SALES		1.2
PCT. OF RECEIVABLES		2.9
BAD DEBT LOSSES ($000)	16	1339
PCT. OF NET SALES		0.4
PCT. OF RECEIVABLES		0.9
AVERAGE COLLECTION PERIOD (DAYS)	15	74
RANGE (DAYS)		26-153

TABLE A20—EMPLOYEE DATA

AS REPORTED BY 19 TRADE BOOK PUBLISHERS
EMPLOYING 3,416 TOTAL STAFF
(NET SALES PER EMPLOYEE - $103,952)

	PERCENT OF TOTAL	
	AVERAGE	MID-RANGE
EDITORIAL	19.7	15.4 TO 32.5
PRODUCTION	7.6	6.0 TO 16.5
MARKETING (TOTAL)	22.5	15.3 TO 29.9
SALESMEN	7.5	6.2 TO 11.3
SALES DEPARTMENT	7.4	6.5 TO 12.7
PROMOTION	7.5	4.9 TO 13.9
FULFILLMENT (TOTAL)	26.4	18.3 TO 33.3
ORDER PROCESSING	11.8	8.2 TO 23.1
SHIPPING & WAREHOUS'G	14.7	8.8 TO 22.8
ADMINISTRATIVE MANAGEM'T	3.4	2.7 TO 6.3
GENERAL OFFICE	18.1	8.0 TO 23.0
OTHER	2.2	1.0 TO 6.5
EMPLOYEES PER $100,000 SALES	1.0	0.1 TO 3.8

TABLE A21—INVENTORY TURNOVER

OF TRADE BOOK PUBLISHERS

TYPE OF BOOK	REPLIES	NET SALES (000)	INVEN-TORY TURN-OVER
ADULT HARDBOUND	13	167121	1.6
ADULT PAPERBOUND	10	54687	1.7
JUVENILE	10	63907	1.1
RELIGIOUS	3	14222	1.3
BY SIZE OF PUBLISHER			
SALES UP TO $10 MILLION	9	32237	1.1
SALES $10 TO $35 MILLION	10	168253	1.4
SALES $35 MILLION & OVER	2	159002	1.5

Inventory turnover in Table A21 is established by dividing total manufacturing cost by the average of Beginning Inventory and Ending Inventory after Writedown. For pertinent definitions, refer to page 6 of Questionnaire Form A. Also please note comments on plant costs and plant cost treatment with Table A6.

In comparing his own inventory turnover with that reported above, a publisher should bear in mind that the possible impact of plant cost treatment on inventory values as well as the variations in such values resulting from differing writedown policies. Most writedown practices in the industry must, perforce, be based on subjective judgement of market values, reflecting varying life expectancies and turnover of product lines and individual titles. A publisher must keep his own sales patterns in mind, therefore, when making the comparison. Despite the levelling effect of pooling the data, a publisher with, for example, a specialized product line may find his turnover differing noticeably and justifiably from the composite.

Section B

TECHNICAL, SCIENTIFIC, BUSINESS, MEDICAL, AND OTHER PROFESSIONAL BOOK PUBLISHERS AND DIVISIONS

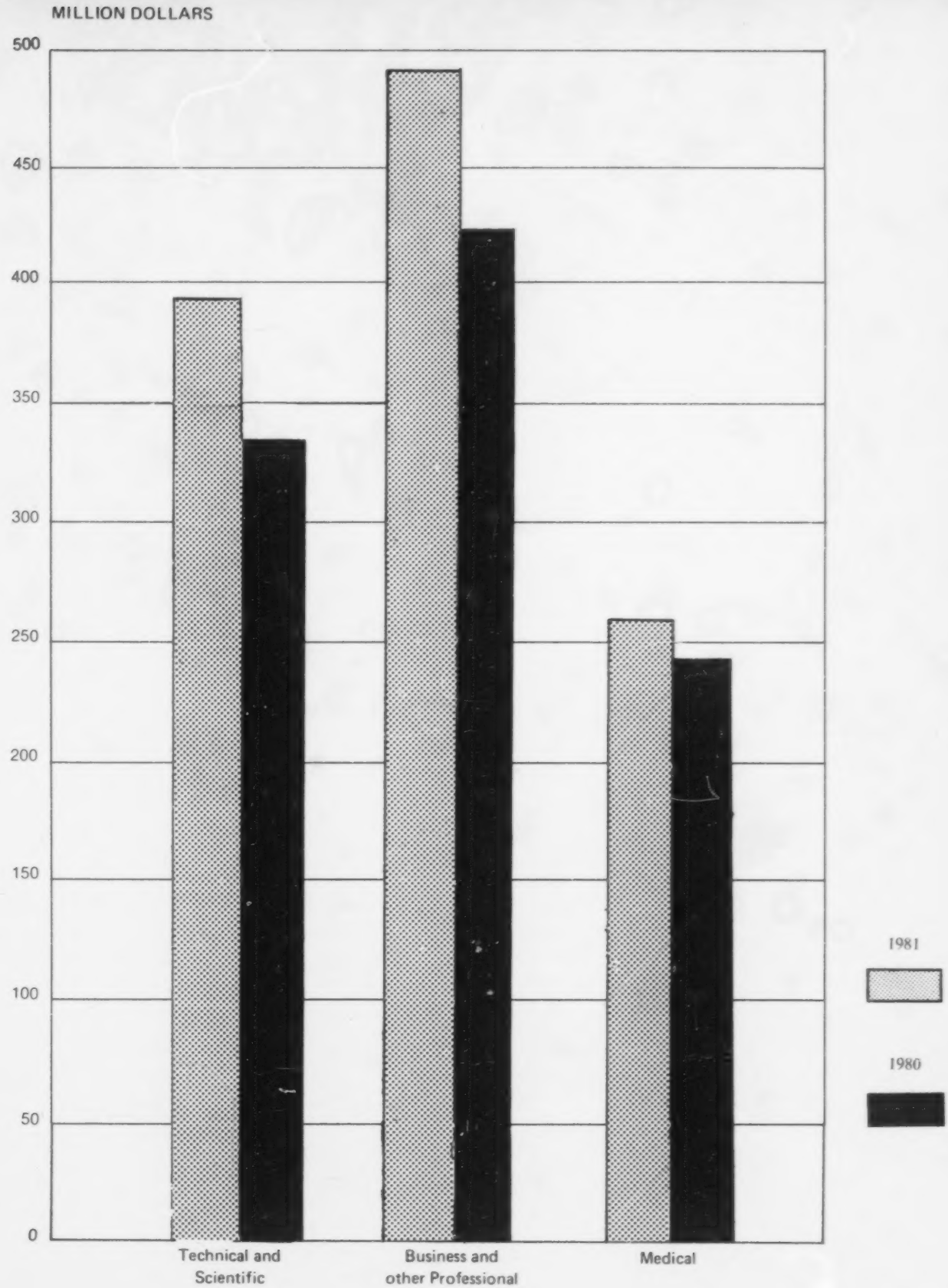


FIGURE 8 — PROFESSIONAL BOOK SALES, 1981 and 1980

***See Footnote To Table S1, Page 16**

Based on Estimated Totals in Table S1*

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM B [available on request from the AAP Office] to insure the correct interpretation of this Report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

SALES DATA

18 professional publishers reported total net sales of $245.6 million to the 1981 Survey. When this total is compared to that estimated for this segment of the industry in Table S1 it appears that some 21.5% of professional book sales are represented. Note, however, that these figures exclude the bulk of law book sales which, historically, publishers fail to supply to the Survey.*

In Table B1a below 18 publishers report sales details by publishing category for both 1981 and 1980 in dollars. In Table B1b (page 50) data are provided by 15 publishers in both dollars and units.

*See Footnote To Table S1, Page 16

TABLE B1a—SALES OF PROFESSIONAL BOOKS—BY CATEGORY OF PUBLICATION

MILLIONS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS

				PERCENT RETURNS - GROSS	
	GROSS SALES	RETURNS	NET SALES	AVERAGE	MID-RANGE
11 TECH'L & SCIENTIFIC					
1981	89.6	12.4	77.3	13.8	6.2 TO 14.2
1980	77.3	11.3	65.9	14.7	6.2 TO 16.2
PERCENT CHANGE	16.0	9.1	17.2		
11 BUSINESS & OTHER PROF					
1981	70.4	10.4	60.0	14.8	8.6 TO 16.9
1980	61.7	10.1	51.6	16.4	8.3 TO 22.5
PERCENT CHANGE	14.1	2.9	16.3		
13 MEDICAL					
1981	124.1	15.8	108.3	12.7	10.3 TO 13.1
1980	114.6	13.9	100.7	12.1	11.2 TO 13.7
PERCENT CHANGE	8.3	13.7	7.6		
ALL PROFESSIONAL					
1981	284.2	38.6	245.6	13.6	9.9 TO 15.5
1980	253.6	35.3	218.3	13.9	8.7 TO 15.4
PERCENT CHANGE	12.1	9.1	12.5		

TABLE B1b—SALES OF PROFESSIONAL BOOKS—BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 15 PUBLISHERS

	GROSS SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
TECHNICAL & SCIENTIFIC	76522	4157	64491	3723	18.7	11.7				
BUSINESS & OTHER PRO .	66988	4373	58920	4390	13.7	-0.4				
MEDICAL	119907	6368	110192	6412	8.8	-0.7				
ALL PROFESSIONAL	263417	14898	233603	14525	12.8	2.6				

	RETURNS									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
TECHNICAL & SCIENTIFIC	10070	661	9232	547	9.1	20.8				
BUSINESS & OTHER PROF.	10043	697	9539	647	5.3	7.7				
MEDICAL	15375	817	13310	827	15.5	-1.2				
ALL PROFESSIONAL	35488	2175	32081	2021	10.6	7.6				

	NET SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
TECHNICAL & SCIENTIFIC	66452	3496	55259	3176	20.3	10.1				
BUSINESS & OTHER PROF.	56945	3676	49381	3743	15.3	-1.8				
MEDICAL	104532	5551	96882	5585	7.9	-0.6				
ALL PROFESSIONAL	227929	12723	201522	12504	13.1	1.8				

	1981 PERCENT RETURNS TO GROSS									
	DOLLARS			UNITS			YOUR DATA			
	AVERAGE	MID-RANGE		AVERAGE	MID-RANGE					
TECHNICAL & SCIENTIFIC	13.2	5.9	TO 13.7	15.9	7.9	TO 15.8				
BUSINESS & OTHER PROF.	15.0	8.1	TO 20.0	15.9	9.0	TO 23.0				
MEDICAL	12.8	10.9	TO 13.8	12.8	10.7	TO 14.4				
ALL PROFESSIONAL	13.5	6.3	TO 15.3	14.6	7.8	TO 14.8				

	DOLLARS PER UNIT NET SALES									
	1981			1980			YOUR DATA			
	$-AVG	$-RANGE-AVG		$-AVG	$-RANGE-AVG					
TECHNICAL & SCIENTIFIC	19.01	13.16	TO 29.76	17.40	13.12	TO 28.86				
BUSINESS & OTHER PROF.	15.49	9.72	TO 51.21	13.19	8.18	TO 42.26				
MEDICAL	18.83	9.90	TO 25.22	17.35	8.32	TO 25.17				
ALL PROFESSIONAL	17.91	9.90	TO 51.21	16.12	8.32	TO 42.26				

TABLE B2—NET SALES OF PROFESSIONAL BOOKS—BY SUBJECT CATEGORY

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 15 PUBLISHERS

	1981					1980				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
TECHNICAL & SCIENTIFIC (TOTAL)	63323	100.0	3474	100.0	18.23	54542	100.0	3324	100.0	16.41
MATHEMATICS, PROBABILITY & STAT.	2846	4.5	169	4.9	16.84	2227	4.1	159	4.8	14.01
COMPUTER SCIENCES	6481	10.2	785	22.6	8.26	4485	8.2	505	15.2	8.88
ENGINEERING	18861	29.8	820	23.6	23.00	16955	31.1	862	25.9	19.67
BIOLOGICAL SCIENCES	4009	6.3	202	5.8	19.85	4241	7.8	250	7.5	16.96
PHYSICAL SCIENCES	10123	16.0	374	10.8	27.07	8066	14.8	362	10.9	22.28
EARTH SCIENCES	1320	2.1	52	1.5	25.38	1029	1.9	45	1.4	22.87
SOCIAL SCIENCES (TOTAL)	8071	12.7	546	15.7	14.78	8664	15.9	628	18.9	13.80
ECONOMICS	687	1.1	35	1.0	19.63	551	1.0	37	1.1	14.89
PSYCHOLOGY	2158	3.4	137	3.9	15.75	2693	4.9	171	5.1	15.75
OTHER SOCIAL SCI.	3116	4.9	202	5.8	15.43	3434	6.3	249	7.5	13.79
SOC. SC.-NOT GIVEN	2110	3.3	172	5.0	12.27	1986	3.6	171	5.1	11.61
ARCHITECTURE	8322	13.1	331	9.5	25.14	5527	10.1	294	8.8	18.80
OTHER TECH. & SCIENT.	3290	5.2	195	5.6	16.87	3348	6.1	219	6.6	15.29
BUSINESS & OTHER PROFESSIONAL (TOTAL)	55932	100.0	3590	100.0	15.58	49382	100.0	3752	100.0	13.16
BUSINESS	18570	33.2	1107	30.8	16.78	16316	33.0	1067	28.4	15.29
LAW	5155	9.2	324	9.0	15.91	4945	10.0	312	8.3	15.85
EDUCATION	4639	8.3	361	10.1	12.85	4893	9.9	437	11.6	11.20
OTHER BUSINESS & PROFESSIONAL	27568	49.3	1798	50.1	15.33	23228	47.0	1936	51.6	12.00
MEDICAL (TOTAL)	132622	100.0	7130	100.0	18.60	122716	100.0	7249	100.0	16.93
MEDICAL PROFESSIONAL (TOTAL)	68703	51.8	2739	38.4	25.08	63161	51.5	2863	39.5	22.06
MEDICINE	51281	38.7	2075	29.1	24.71	46909	38.2	2137	29.5	21.95
DENTISTRY	5958	4.5	268	3.8	22.23	5720	4.7	284	3.9	20.14
VETERINARY MED.	1912	1.4	60	0.8	31.87	2110	1.7	69	1.0	30.58
OTHER MED. PROF.	770	0.6	61	0.9	12.62	783	0.6	67	0.9	11.69
MED. PROF-NOT GIVN	8782	6.6	275	3.9	31.94	7639	6.2	306	4.2	24.96
MEDICAL TEXTBOOKS (TOTAL)	57851	43.6	3998	56.1	14.47	53476	43.6	3957	54.6	13.51
NURSING	35022	26.4	2724	38.2	12.86	32073	26.1	2683	37.0	11.95
ALLIED HEALTH	7089	5.3	515	7.2	13.77	5849	4.8	450	6.2	13.00
OTHER TEXTBOOKS	14284	10.8	612	8.6	23.34	13981	11.4	635	8.8	22.02
MED. TEXTS-NOT GIV	1456	1.1	147	2.1	9.90	1573	1.3	189	2.6	8.32
MEDICAL-NOT ALLOCATED	6068	4.6	392	5.5	15.48	6078	5.0	429	5.9	14.17

TABLE B3—DOMESTIC NET SALES OF PROFESSIONAL BOOKS—BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS

	ALL SALES		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
RETAIL STORES (TOTAL)	70027	34.5	19172	34.3	15034	25.3	35821	40.7
GENERAL BOOKSTORES	21017	15.4	8834	17.2	8283	13.9	3900	11.0
COLLEGE BOOKSTORES	25115	18.4	8192	16.0	6573	11.1	10351	29.2
OTHER RETAILERS	928	0.7	588	1.1	178	0.3	162	0.5
UNSPECIFIED	22967		1559		0		21408	
WHOLESALERS AND JOBBERS (TOTAL)	34825	17.1	9013	16.1	6221	10.5	19591	22.3
LIBRARY JOBBERS	8602	5.3	5514	12.4	1285	2.8	1803	2.5
ALL OTHER JOBBERS	19397	11.9	1666	3.7	3521	7.7	14210	19.8
UNSPECIFIED	6826		1833		1415		3578	
LIBRARIES & INSTITUTIONS (TOTAL)	12870	6.3	5419	9.7	6440	10.8	1011	1.1
PUBLIC LIBRARIES	2031	1.0	968	1.7	903	1.6	160	0.2
COLLEGES AND UNIVERSITIES	3289	1.7	2100	3.8	810	1.4	379	0.4
SCHOOLS	4019	2.0	874	1.6	2904	5.1	241	0.3
OTHER	3216	1.6	1477	2.6	1508	2.7	231	0.3
UNSPECIFIED	315		0		315		0	
GOVERNMENT	1751	0.9	519	0.9	1150	1.9	82	0.1
INDUSTRY	7898	3.9	4827	8.6	2545	4.3	526	0.6
SPECIAL SALES	2166	1.1	1592	2.9	407	0.7	167	0.2
INDIVIDUAL SALES (TOTAL)	73674	36.3	15298	27.4	27582	46.5	30794	35.0
THROUGH SALESMEN	11576	5.8	75	0.1	40	0.1	11461	13.0
BY MAIL	39569	19.8	14670	27.0	6765	11.7	18134	20.6
CONVENTION SALES	21349	10.7	130	0.2	20020	34.7	1199	1.4
UNSPECIFIED	1180		423		757		0	
TOTAL	203211	100.0	55840	100.0	59379	100.0	87992	100.0

In **Table B3**, as in other succeeding tables, the data appearing in the column headed "All Sales" do **not** represent a total of the items shown horizontally in the remaining columns. Some reporting publishers have provided breakdowns of sales by category of publication, summarized in the detail columns, others have not. However, all sales reported, whether detailed in other columns or not, are included in the "All Sales" column.

The "percentage of total" shown in the detail columns represents the portion of sales in a publishing category marketed to the customer type listed in the stub.

TABLE B4—NET SALES OF PROFESSIONAL BOOKS—BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS

	ALL SALES		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
UNITED STATES	212754	84.1	60850	79.0	61492	91.9	90412	82.9
CANADA	6551	2.6	1842	2.4	1699	2.5	3010	2.8
FOREIGN (TOTAL)	33711	13.3	14347	18.6	3741	5.6	15623	14.3
LATIN AMERICA	3897	1.8	1253	1.9	350	0.6	2294	2.4
AUSTRALIA & N.ZEALAND	1837	0.8	505	0.8	332	0.6	1000	1.0
ASIA	6407	2.9	2962	4.6	601	1.0	2844	2.9
UNITED KINGDOM	8803	4.0	3858	5.9	1300	2.2	3645	3.8
CONTINENTAL EUROPE	4691	2.1	777	1.2	370	0.6	3544	3.7
AFRICA, NEAR & MIDDLE EAST	3567	1.6	2729	4.2	321	0.5	517	0.5
UNSPECIFIED	4509		2263		467		1779	
TOTAL	253015	100.0	77239	100.0	64951	100.0	109045	100.0

TABLE B5—OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS—BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS

	ALL PUBLISHERS			TECHNICAL AND SCIENTIFIC		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	272237	116.1	112.6 TO 118.9	72125	116.9	109.7 TO 116.5
RETURNS AND ALLOWANCES	37757	16.1	12.6 TO 18.9	10438	16.9	9.7 TO 16.5
NET SALES	234480	100.0	100.0 TO 100.0	61687	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	58284	25.2	20.8 TO 32.3	15936	26.4	22.0 TO 33.5
ROYALTIES	24399	10.6	6.5 TO 12.8	6546	10.9	6.7 TO 11.1
UNSPECIFIED	1246			507		
TOTAL COST OF SALES	83929	35.8	30.7 TO 45.2	22989	37.3	33.6 TO 43.7
GROSS MARGIN ON SALES	150551	64.2	54.8 TO 69.3	38698	62.7	56.3 TO 66.4
OTHER INCOME	7044	3.0	0.6 TO 4.2	2683	4.3	0.4 TO 7.5
OPERATING EXPENSE						
EDITORIAL	13804	5.9	4.8 TO 8.7	3365	5.5	4.5 TO 7.3
PRODUCTION	11611	5.0	1.3 TO 4.2	1192	2.0	1.4 TO 4.3
MARKETING	44392	19.1	16.0 TO 23.8	11205	18.4	14.9 TO 28.2
FULFILLMENT	18329	7.9	5.5 TO 10.1	5483	9.0	4.9 TO 11.7
GENERAL & ADMIN.	34304	14.8	11.7 TO 17.8	9328	15.4	10.7 TO 27.3
UNSPECIFIED	1192			473		
TOTAL OPERATING EXPENSE	123632	52.7	45.7 TO 58.9	31046	50.3	42.1 TO 72.3
NET INCOME FROM OPERATIONS	33963	14.5	4.3 TO 19.0	10336	16.8	-2.5 TO 24.5

Continued on page 54

Operating data of Professional Publishers is reported in two sections. The first section, Tables B5 to B11, provides some breakdown by category of publication; the second section, Tables B12 to B17, analyzes the data by size of publisher.

Tables B5 and B12 are summary tables, offering composite income statements of the reporting publishers. The remaining tables detail specific expense areas.

Publishers, while asked to provide sales data on a calendar year basis, were given the option to furnish operating information on a fiscal year basis. 5 publishers exercised this option. The months terminating their reporting year are listed below, together with the number of publishers for each period:

March - 1	July - 2
April - 1	November - 1

TABLE B5—OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS—BY CATEGORY OF PUBLICATION

(continued from page 53)

	BUSINESS & OTHER PROFESSIONAL			MEDICAL		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	65599	117.9	108.7 TO 126.3	134513	114.8	112.7 TO 116.8
RETURNS AND ALLOWANCES	9953	17.9	8.7 TO 26.3	17366	14.8	12.7 TO 16.8
NET SALES	55646	100.0	100.0 TO 100.0	117147	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	11308	21.0	20.8 TO 30.3	31040	26.6	23.3 TO 36.5
ROYALTIES	3860	7.2	5.2 TO 13.1	13993	12.0	10.9 TO 14.1
UNSPECIFIED	524			215		
TOTAL COST OF SALES	15692	28.2	26.9 TO 43.1	45248	38.6	38.5 TO 48.8
GROSS MARGIN ON SALES	39954	71.8	56.9 TO 73.1	71899	61.4	51.2 TO 61.5
OTHER INCOME	1533	2.8	0.5 TO 9.1	2828	2.4	0.7 TO 2.9
OPERATING EXPENSE						
EDITORIAL	4810	8.8	5.7 TO 10.8	5629	4.8	4.7 TO 10.8
PRODUCTION	3074	5.6	1.0 TO 5.6	7345	6.3	1.4 TO 3.5
MARKETING	13021	23.8	14.3 TO 25.7	20166	17.3	16.2 TO 21.1
FULFILLMENT	3925	7.2	4.2 TO 10.7	8921	7.6	5.1 TO 9.4
GENERAL & ADMIN.	7428	13.6	10.8 TO 16.1	17548	15.0	10.8 TO 17.5
UNSPECIFIED	489			230		
TOTAL OPERATING EXPENSE	32747	58.8	46.3 TO 61.9	59839	51.1	45.3 TO 54.8
NET INCOME FROM OPERATIONS	8740	15.7	5.8 TO 21.0	14887	12.7	1.9 TO 14.5

TABLE B6—MANUFACTURING AND ROYALTY EXPENSE—BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS – AS REPORTED BY 12 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $210,068,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	45548	21.7	14090	26.5	7653	14.3	23805	23.0
PURCHASES (TOTAL)	61005	29.0	18167	34.2	12072	22.6	30766	29.7
PLANT COSTS	16294	7.8	4395	8.5	2628	4.9	9272	9.0
PAPER, PRINTING & BINDING	44288	21.2	13349	25.7	9444	17.7	21494	20.8
UNSPECIFIED	423		423		0		0	
COST OF FREE BOOKS	1916	0.9	451	0.8	379	0.7	1086	1.0
WRITE DOWNS	5077	2.4	1027	1.9	715	1.3	3335	3.2
ENDING INVENTORY AFTER WRITE DOWNS	52593	25.0	17560	33.1	8243	15.4	26789	25.9
TOTAL MANUFACTURING EXP.	52045	24.8	14245	26.8	11103	20.8	26697	25.8

THOUSANDS OF DOLLARS – AS REPORTED BY 11 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $187,779,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	19702	10.5	5795	10.6	3009	8.1	10898	11.4
FEES IN LIEU OF ROYALTIES	140	0.1	64	0.1	9	0.0	67	0.1
ADVANCES WRITTEN OFF	204	0.1	50	0.1	85	0.2	70	0.1
TOTAL ROYALTIES	20047	10.7	5909	10.8	3103	8.4	11035	11.5

The composite manufacturing cost figure in Table B6 includes data that reflect varying treatments of plant costs. Since a levelling effect takes place when the data are consolidated, the possibility of distortion is minimized. Nevertheless, a publisher who compares his own data with those in the survey should bear in mind that the inventory and purchase figures shown represent a mix that includes plant costs being amortized, plant costs that have been inventoried, and even some plant costs that have been written off on publication.

To place the survey data in perspective, the practices of participating publishers, together with the net sales and manufacturing cost figures related to each practice, are shown below.

Although the group of publishers reporting plant cost treatment is not identical to that whose manufacturing costs are analyzed in Table B5, the treatment report provides an indication of the proportion and the effect of the plant cost input on the analysis.

Treatment of Plant Costs	Number of Publishers	Net Sales For Group	Mfg. Costs For Group
Written off as incurred	3	$21.8 million	$6.7 million
Written into inventory	3	$25.6 million	$9.4 million
Amortized (3 - 7 years)	9	$186.4 million	$47.3 million

8 publishers, with total net sales of $172.6 million reported carrying a total of $35.3 million in unamortized plant costs on their year-end balance sheets. $10.1 million involved unpublished titles. $19.5 million involved published titles. $5.7 million were reported unspecified.

In addition to providing operating data on royalties, publishers were asked to report the level of royalty advances carried on their balance sheets at reporting year end. 13 publishers responded, reporting a total aggregate advance of $4.5 million. As these publishers enjoy combined net sales of $220.5 million, the advances reported represent 2.0% of net sales.

TABLE B7—OTHER PUBLISHING INCOME

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $219,820,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SUBSIDIARY RIGHTS (TOTL)	2728	1.2	669	1.3	573	1.1	1487	1.3
REPRINT	360	0.2	179	0.4	16	0.0	165	0.1
BOOK CLUB	417	0.2	103	0.2	265	0.5	49	0.0
PERMISSIONS	18	0.0	1	0.0	2	0.0	15	0.0
FOREIGN & TRANSLATION	1623	0.7	369	0.7	128	0.2	1127	1.0
OTHER	296	0.1	12	0.0	154	0.3	130	0.1
UNSPECIFIED	14		5		9		1	
GENERAL	3787	1.7	1593	3.1	880	1.7	1314	1.1
TOTAL OTHER INCOME	6515	3.0	2262	4.4	1452	2.8	2801	2.4

TABLE B8—EDITORIAL AND PRODUCTION EXPENSE—BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $218,801,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	9968	4.6	2528	4.2	3331	8.7	3327	3.0
OUTSIDE EDITORIAL EXP	1986	0.9	373	0.6	333	0.9	823	0.7
TRAVEL & ENTERTAINMNT	1221	0.6	243	0.4	233	0.6	638	0.6
OTHER	984	0.4	221	0.4	533	1.4	215	0.2
TOTAL EDITORIAL EXPENSE	14158	6.5	3365	5.6	4430	11.6	5004	4.5

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $211,609,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	7953	3.8	1024	1.9	1245	3.4	5536	5.0
OUTSIDE PRODUCT'N EXP	1095	0.5	47	0.1	1012	2.7	36	0.0
OTHER	2443	1.2	101	0.2	725	2.0	1616	1.5
TOTAL PRODUCTION EXPENSE	11493	5.4	1174	2.1	2981	8.0	7189	6.5

TABLE B9--MARKETING EXPENSE BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $218,801,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE								
SALESMEN'S SALARIES & COMMISSIONS	7159	3.3	1386	2.3	682	1.8	4567	4.1
SALESMEN'S TRAVEL & ENTERTAINMENT	1433	0.7	363	0.6	236	0.6	556	0.5
DEPARTMENTAL SALARIES	3235	1.5	537	0.9	143	0.4	2436	2.2
DEPARTMENTAL TRAVEL & ENTERTAINMENT	323	0.1	93	0.2	32	0.1	188	0.2
OTHER	1672	0.8	179	0.3	325	0.9	1152	1.0
TOTAL SELLING EXPENSE	13822	6.3	2559	4.2	1418	3.7	8899	8.0
PROMOTION								
DEPARTMENTAL SALARIES	3255	1.5	1325	2.2	994	2.6	937	0.8
SPACE ADVERTISING	3017	1.4	1299	2.1	757	2.0	903	0.8
CATALOGS & DIRECT MAIL (TOTAL)	12803	5.9	3989	6.6	2216	5.8	5912	5.3
CATALOGS	2831	1.3	1660	2.7	752	2.0	380	0.3
DIRECT MAIL	9972	4.6	2329	3.8	1465	3.8	5532	5.0
PUBLICITY	206	0.1	66	0.1	34	0.1	105	0.1
FREE COPIES	2147	1.0	429	0.7	346	0.9	1303	1.2
EXHIBITS	897	0.4	175	0.3	157	0.4	516	0.5
OTHER	2139	1.0	1239	2.0	577	1.5	323	0.3
TOTAL PROMOTION EXPENSE	24465	11.2	8521	14.1	5081	13.3	9999	9.0
TOTAL MARKETING EXPENSE	38287	17.5	11080	18.3	6499	17.1	18898	17.1

TABLE B10—FULFILLMENT EXPENSE BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS

11 PUBLISHERS WITH NET SALES OF $162,062,000 -- INTERNAL FACILITIES	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	4100	2.3	1595	2.8	830	2.2	1675	1.9
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2047	1.1	886	1.6	473	1.2	689	0.8
EQUIPMENT & SUPPLIES	1240	0.7	543	1.0	279	0.7	417	0.5
TOTAL ORDER PROCESSING	7389	4.1	3024	5.3	1584	4.2	2781	3.2
SHIPPING & WAREHOUSING								
SALARIES	2748	1.5	789	1.4	348	0.9	1610	1.9
OCCUPANCY	1702	0.9	499	0.9	272	0.7	932	1.1
EQUIPMENT & SUPPLIES	1120	0.6	224	0.4	97	0.3	799	0.9
TRANSPORTATION CHRGES	1170	0.6	423	0.7	242	0.6	505	0.6
UNSPECIFIED	23		2		0		21	
TOTAL SHIPPING AND WAREHOUSING	6764	3.7	1938	3.4	959	2.5	3867	4.4
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	14153	7.8	4962	8.8	2543	6.7	6648	7.6

In addition to the data reported in **Table B10,** 3 publishers reported utilizing a combination of inside and outside facilities. Their net sales were $24.8 million, their order processing cost was $1.3 million (5.3% of net sales), their shipping and warehouse cost was $.9 million (3.7% of net sales) and their total fulfillment expense was $2.2 million (9.1% of net sales).

TABLE B11—GENERAL AND ADMINISTRATIVE EXPENSE—BY CATEGORY OF PUBLICATION

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $197,395,000

	ALL PUBLISHERS		TECHNICAL AND SCIENTIFIC		BUSINESS AND OTHER PROF'L		MEDICAL	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	2620	1.3	1037	1.7	361	0.9	1222	1.2
ACCOUNTING SALARIES	2336	1.2	712	1.2	384	1.0	1239	1.3
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	3745	1.9	546	0.9	481	1.3	2719	2.8
GENERAL TRAVEL AND ENTERTAINMENT	383	0.2	121	0.2	72	0.2	190	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2062	1.0	513	0.8	393	1.0	1157	1.2
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	4805	2.4	1691	2.8	872	2.3	2242	2.3
EMPLOYEE BENEFITS (TOTL)	8197	4.2	2120	3.5	1309	3.4	4769	4.8
PENSIONS	708	0.8	265	0.7	87	0.3	357	1.2
DEFERRED PROFIT SHAR.	177	0.2	76	0.2	14	0.1	87	0.3
HOSPITAL AND GROUP INSURANCE	865	1.0	418	1.1	91	0.4	356	1.2
PAYROLL TAXES	1834	2.1	577	1.5	699	2.7	559	2.0
OTHER	22	0.0	-1	-0.0	-1	-0.0	24	0.1
UNSPECIFIED	4590		786		419		3385	
OTHER TAXES (EXCEPT INC. (& PAYROLL TAXES)	179	0.1	70	0.1	48	0.1	61	0.1
PERSONAL PROP. TAXES	61	0.0	17	0.0	36	0.1	8	0.0
ALL OTHER	115	0.1	50	0.1	12	0.0	53	0.1
UNSPECIFIED	3		3		0		0	
OTHER	5693	2.9	2519	4.2	1069	2.8	2106	2.1
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	30021	15.2	9327	15.4	4989	13.1	15705	15.9

TABLE B12—OPERATING DATA OF PROFESSIONAL BOOK PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS

	ALL PUBLISHERS			7 PUBLISHERS WITH NET SALES UP TO $5 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	272237	116.1	112.6 TO 118.9	13094	113.7	112.5 TO 121.4
RETURNS AND ALLOWANCES	37757	16.1	12.6 TO 18.9	1573	13.7	12.5 TO 21.4
NET SALES	234480	100.0	100.0 TO 100.0	11521	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	58284	25.2	20.8 TO 32.3	2452	29.7	20.6 TO 35.7
ROYALTIES	24399	10.6	6.5 TO 12.8	685	8.3	5.4 TO 11.5
UNSPECIFIED	1246			1246		
TOTAL COST OF SALES	83929	35.8	30.7 TO 45.2	4383	38.0	35.2 TO 45.6
GROSS MARGIN ON SALES	150551	64.2	54.8 TO 69.3	7138	62.0	54.4 TO 64.8
OTHER INCOME	7044	3.0	0.6 TO 4.2	139	1.2	-0.1 TO 6.0
OPERATING EXPENSE						
EDITORIAL	13804	5.9	4.8 TO 8.7	720	7.7	5.9 TO 11.6
PRODUCTION	11611	5.0	1.3 TO 4.2	302	3.2	1.5 TO 5.3
MARKETING	44392	19.1	16.0 TO 23.8	1571	16.7	13.6 TO 24.1
FULFILLMENT	18329	7.9	5.5 TO 10.1	890	9.5	6.9 TO 14.5
GENERAL & ADMIN.	34304	14.8	11.7 TO 17.8	1748	18.6	13.7 TO 27.2
UNSPECIFIED	1192			1192		
TOTAL OPERATING EXPENSE	123632	52.7	45.7 TO 58.9	6423	55.8	48.7 TO 66.5
NET INCOME FROM OPERATIONS	33963	14.5	4.3 TO 19.0	854	7.4	-2.2 TO 12.9

	5 PUBLISHERS WITH NET SALES $5 TO $15 MILLION			6 PUBLISHERS WITH NET SALES ABOVE $15 MILLION		
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE
GROSS SALES	60736	114.7	110.1 TO 117.3	198407	116.7	111.7 TO 122.4
RETURNS AND ALLOWANCES	7807	14.7	10.1 TO 17.3	28377	16.7	11.7 TO 22.4
NET SALES	52929	100.0	100.0 TO 100.0	170030	100.0	100.0 TO 100.0
COST OF SALES						
MANUFACTURING	17223	32.5	25.2 TO 38.8	38609	22.7	15.8 TO 30.8
ROYALTIES	6136	11.6	8.0 TO 14.8	17578	10.3	5.7 TO 13.0
UNSPECIFIED	0			0		
TOTAL COST OF SALES	23359	44.1	36.6 TO 48.5	56187	33.0	22.4 TO 43.8
GROSS MARGIN ON SALES	29570	55.9	51.5 TO 63.4	113843	67.0	56.2 TO 77.6
OTHER INCOME	970	1.8	0.6 TO 4.5	5935	3.5	1.4 TO 8.0
OPERATING EXPENSE						
EDITORIAL	3846	7.3	5.8 TO 8.6	9238	5.4	3.5 TO 9.2
PRODUCTION	795	1.5	0.6 TO 2.1	10514	6.2	1.8 TO 13.1
MARKETING	9529	18.0	15.7 TO 21.9	33292	19.6	14.6 TO 26.6
FULFILLMENT	3303	6.2	3.9 TO 8.4	14136	8.3	5.6 TO 9.6
GENERAL & ADMIN.	6870	13.0	9.7 TO 16.2	25686	15.1	11.9 TO 18.3
UNSPECIFIED	0			0		
TOTAL OPERATING EXPENSE	24343	46.0	43.7 TO 48.3	92866	54.6	47.1 TO 60.7
NET INCOME FROM OPERATIONS	6197	11.7	5.5 TO 22.2	26912	15.8	10.0 TO 19.8

TABLE B13—MANUFACTURING AND ROYALTY EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 12 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $210,068,000

	ALL PUBLISHERS		3 PUBLISHERS WITH NET SALES UP TO $5 MILLION		3 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		6 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
BEGINNING INVENTORY	45548	21.7	1215	19.7	8075	23.8	36258	21.3
PURCHASES (TOTAL)	61005	29.0	1817	29.5	12176	35.9	47012	27.6
PLANT COSTS	16294	7.8	533	11.3	3185	9.4	12576	7.4
PAPER, PRINTING & BINDING	44288	21.2	862	18.2	8991	26.5	34436	20.3
UNSPECIFIED	423		423		0		0	
COST OF FREE BOOKS	1916	0.9	50	0.8	561	1.7	1305	0.8
WRITE DOWNS	5077	2.4	391	6.3	2342	6.9	2344	1.4
ENDING INVENTORY AFTER WRITE DOWNS	52593	25.0	1226	19.9	8012	23.7	43355	25.5
TOTAL MANUFACTURING EXP.	52045	24.8	1757	28.5	11679	34.5	38609	22.7

THOUSANDS OF DOLLARS - AS REPORTED BY 11 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $187,779,000

	ALL PUBLISHERS		3 PUBLISHERS WITH NET SALES UP TO $5 MILLION		3 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ROYALTIES PAID	19702	10.5	409	6.5	3679	10.9	15614	10.6
FEES IN LIEU OF ROYALTIES	140	0.1	0	0.0	0	0.0	140	0.1
ADVANCES WRITTEN OFF	204	0.1	0	0.0	18	0.1	186	0.1
TOTAL ROYALTIES	20047	10.7	409	6.5	3697	10.9	15940	10.8

TABLE B14—EDITORIAL AND PRODUCTION EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $218,801,000

	ALL PUBLISHERS		5 PUBLISHERS WITH NET SALES UP TO $5 MILLION		6 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
EDITORIAL EXPENSE								
SALARIES	9968	4.6	506	5.8	3150	5.0	6312	4.3
OUTSIDE EDITORIAL EXP	1986	0.9	107	1.2	1200	1.9	679	0.5
TRAVEL & ENTERTAINMNT	1221	0.6	52	0.6	552	0.9	618	0.4
OTHER	984	0.4	56	0.6	305	0.5	622	0.4
TOTAL EDITORIAL EXPENSE	14158	6.5	720	8.2	5207	8.3	8231	5.6

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $211,609,000

	ALL PUBLISHERS		5 PUBLISHERS WITH NET SALES UP TO $5 MILLION		5 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
PRODUCTION EXPENSE								
SALARIES	7953	3.8	206	2.4	829	1.5	6918	4.7
OUTSIDE PRODUCT'N EXP	1095	0.5	63	0.7	28	0.1	1004	0.7
OTHER	2443	1.2	32	0.4	60	0.1	2351	1.6
TOTAL PRODUCTION EXPENSE	11493	5.4	301	3.4	918	1.7	10274	7.0

TABLE B15—MARKETING EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $218,801,000

	ALL PUBLISHERS		5 PUBLISHERS WITH NET SALES UP TO $5 MILLION		6 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
SELLING EXPENSE								
SALESMEN'S SALARIES & COMMISSIONS	7159	3.3	184	2.1	2098	3.4	4876	3.3
SALESMEN'S TRAVEL & ENTERTAINMENT	1433	0.7	40	0.5	862	1.4	531	0.4
DEPARTMENTAL SALARIES	3235	1.5	153	1.7	795	1.3	2287	1.5
DEPARTMENTAL TRAVEL & ENTERTAINMENT	323	0.1	10	0.1	139	0.2	174	0.1
OTHER	1672	0.8	41	0.5	456	0.7	1174	0.8
TOTAL SELLING EXPENSE	13822	6.3	429	4.9	4350	7.0	9043	6.1
PROMOTION								
DEPARTMENTAL SALARIES	3255	1.5	160	1.8	626	1.0	2469	1.7
SPACE ADVERTISING	3017	1.4	258	2.9	443	0.7	2316	1.6
CATALOGS & DIRECT MAIL (TOTAL)	12803	5.9	414	4.7	3969	6.4	8421	5.7
CATALOGS	2831	1.3	89	1.0	493	0.8	2249	1.5
DIRECT MAIL	9972	4.6	324	3.7	3475	5.6	6172	4.2
PUBLICITY	206	0.1	7	0.1	27	0.0	172	0.1
FREE COPIES	2147	1.0	77	0.9	930	1.5	1141	0.8
EXHIBITS	897	0.4	117	1.3	322	0.5	458	0.3
OTHER	2139	1.0	109	1.2	333	0.5	1698	1.2
TOTAL PROMOTION EXPENSE	24465	11.2	1141	13.0	6649	10.6	16675	11.3
TOTAL MARKETING EXPENSE	38287	17.5	1570	17.9	10999	17.6	25717	17.4

TABLE B16—FULFILLMENT EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

11 PUBLISHERS WITH NET SALES OF $182,062,000 UTILIZING INTERNAL FACILITIES	ALL PUBLISHERS		3 PUBLISHERS WITH NET SALES UP TO $5 MILLION		3 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
ORDER PROCESSING								
SALARIES	4100	2.3	114	2.4	308	1.0	3678	2.5
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2047	1.1	23	0.5	76	0.3	1948	1.3
EQUIPMENT & SUPPLIES	1240	0.7	16	0.3	142	0.5	1083	0.7
TOTAL ORDER PROCESSING	7389	4.1	153	3.2	525	1.8	6711	4.5
SHIPPING & WAREHOUSING								
SALARIES	2748	1.5	94	2.0	363	1.2	2290	1.6
OCCUPANCY	1702	0.9	45	0.9	285	1.0	1373	0.9
EQUIPMENT & SUPPLIES	1120	0.6	21	0.4	115	0.4	984	0.7
TRANSPORTATION CHRGES	1170	0.6	53	1.1	46	0.2	1071	0.7
UNSPECIFIED	23		0		0		23	
TOTAL SHIPPING AND WAREHOUSING	6764	3.7	213	4.5	810	2.7	5741	3.9
TOTAL FULFILLMENT EXP. OF PUBLISHERS UTILIZING INTERNAL FACILITIES	14153	7.8	366	7.7	1335	4.5	12452	8.4

Note also text with **Table B10** on page 57.

TABLE B17—GENERAL AND ADMINISTRATIVE EXPENSE—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 14 PUBLISHERS OF PROFESSIONAL BOOKS, WITH TOTAL NET SALES OF $197,395,000

	ALL PUBLISHERS		5 PUBLISHERS WITH NET SALES UP TO $5 MILLION		4 PUBLISHERS WITH NET SALES $5 TO $15 MILLION		5 PUBLISHERS WITH NET SALES ABOVE $15 MILLION	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES
MANAGEMENT SALARIES	2620	1.3	298	3.4	660	1.6	1661	1.1
ACCOUNTING SALARIES	2336	1.2	136	1.6	434	1.1	1766	1.2
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	3745	1.9	72	0.8	734	1.8	2940	2.0
GENERAL TRAVEL AND ENTERTAINMENT	383	0.2	18	0.2	75	0.2	291	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	2062	1.0	17	0.2	397	1.0	1648	1.1
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	4805	2.4	189	2.2	800	1.9	3816	2.6
EMPLOYEE BENEFITS (TOTL)	8197	4.2	375	4.3	1362	3.3	6461	4.4
PENSIONS	708	0.8	55	1.1	243	1.0	410	0.7
DEFERRED PROFIT SHAR.	177	0.2	5	0.1	1	0.0	171	0.3
HOSPITAL AND GROUP INSURANCE	865	1.0	51	1.1	174	0.7	639	1.1
PAYROLL TAXES	1834	2.1	98	2.0	371	1.6	1366	2.3
OTHER	22	0.0	0	0.0	-6	-0.0	28	0.0
UNSPECIFIED	4590		166		578		3846	
OTHER TAXES (EXCEPT INC. & PAYROLL TAXES)	179	0.1	28	0.3	36	0.1	116	0.1
PERSONAL PROP. TAXES	61	0.0	20	0.3	17	0.0	23	0.0
ALL OTHER	115	0.1	4	0.1	19	0.0	92	0.1
UNSPECIFIED	3		3		0		0	
OTHER	5693	2.9	614	7.0	1075	2.6	4004	2.7
TOTAL GENERAL & ADMINISTRATIVE EXPENSE	30021	15.2	1748	19.9	5572	13.6	22702	15.4

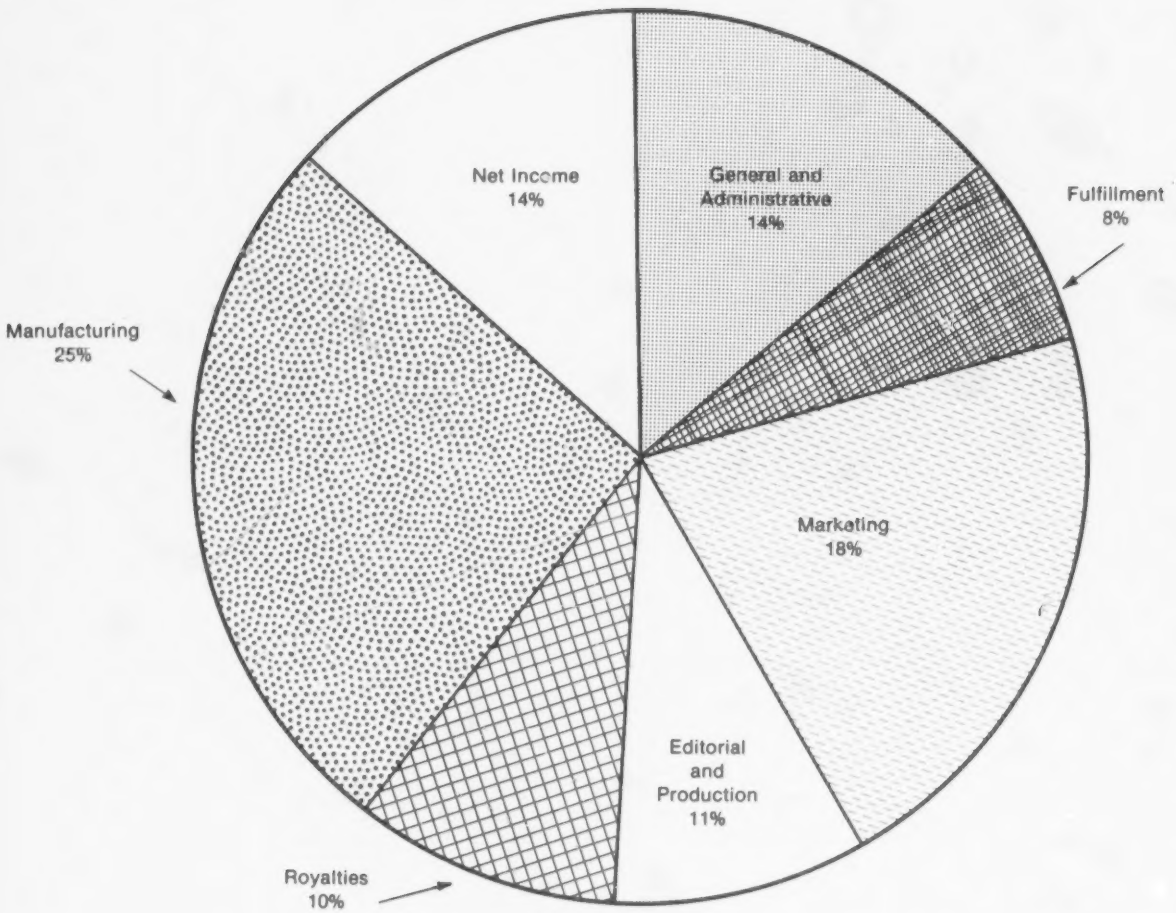


FIGURE 9 — 1981 DISPOSITION OF INCOME BY PROFESSIONAL PUBLISHERS

Average based on data reported in Tables B5 and B12
Income (100%) = Net Sales (97.1%) plus other Income (2.9%)

TABLE B18—BILLINGS AND RECEIVABLES

OF PROFESSIONAL BOOK PUBLISHERS

	NUMBER OF PUBL. REP'TG	AMOUNT
NET SALES ($000)	9	107486
NUMBER OF INVOICES		
ANNUALLY (000)	6	425
AVERAGE INV. VALUE-$		95.99
NUMBER OF CREDIT MEMOS		
ANNUALLY (000)	6	34
ACC'TS RECEIVABLE (AT		
YEAR END - $000)	8	30954
A/R AS PCT OF NET SLS		31.4
ACC'TS RECEIVABLE - AGED		
TOTAL ($000)	8	30954
PCT. CURRENT		49.1
PCT. PAST DUE		
1-30 DAYS		14.0
31-60 DAYS		22.7
61 DAYS & OVER		14.2
BAD DEBT RESERVE ($000)	6	1960
PCT. OF NET SALES		2.2
PCT. OF ACC'TS RECE.		6.9
BAD DEBT LOSSES ($000)	6	1035
PCT. OF NET SALES		1.3
PCT. OF ACC'TS RECE.		4.5
AVERAGE COLLECTION		
PERIOD (DAYS)	8	96
RANGE (DAYS)		51-117

TABLE B19—EMPLOYEE DATA

AS REPORTED BY 13 PUBLISHERS OF PROFESSIONAL BOOKS, EMPLOYING 1,949 TOTAL STAFF (NET SALES PER EMPLOYEE - $100,929)

	PERCENT OF TOTAL	
	AVERAGE	MID-RANGE
EDITORIAL	21.5	17.3 TO 39.8
PRODUCTION	21.5	7.9 TO 23.8
MARKETING (TOTAL)	23.2	15.0 TO 33.2
SALESMEN	9.3	5.0 TO 12.0
SALES DEPARTMENT	5.8	2.9 TO 16.5
PROMOTION	8.1	3.1 TO 15.4
FULFILLMENT (TOTAL)	19.5	15.4 TO 28.5
ORDER PROCESSING	13.4	10.2 TO 22.0
SHIPPING & WAREHOUS'G	6.2	7.3 TO 11.6
ADMINISTRATIVE MANAGEM'T	2.4	2.2 TO 5.4
GENERAL OFFICE	10.7	6.7 TO 17.4
OTHER	1.2	2.9 TO 6.3
EMPLOYEES PER $100,000 SALES	1.0	0.2 TO 2.3

TABLE B20—INVENTORY TURNOVER

OF PROFESSIONAL BOOK PUBLISHERS

	NUMBER OF PUBL. REP'TS	NET SALES ($000)	INV. TURN-OVER
TECHNICAL & SCIENTIFIC	6	53132	1.0
BUSINESS & OTHER PROF'L	7	53496	1.4
MEDICAL	10	103440	1.1
SALES UP TO $5 MILLION	3	6163	1.4
SALES $5 TO $15 MILLION	3	33875	1.5
SALES ABOVE $15 MILLION	6	170030	1.0

Inventory turnover is established by dividing total manufacturing cost by the average of Beginning Inventory and Ending Inventory after Writedown. For pertinent definitions, refer to pages 6 and 7 of Questionnaire Form B. Also please note comments on plant costs and plant cost treatment with Table B6.

In comparing his own inventory turnover with that reported above, a publisher should bear in mind not only the possible impact of plant cost treatment on inventory values but also the variations in such values resulting from differing writedown policies. Most writedown practices in the industry must, perforce, be based on subjective judgement of market values, reflecting varying life expectancies and turnover of product lines and individual titles. A publisher must keep his own sales patterns in mind, therefore, when making the comparison.

Section C

MASS MARKET PAPERBACK PUBLISHERS

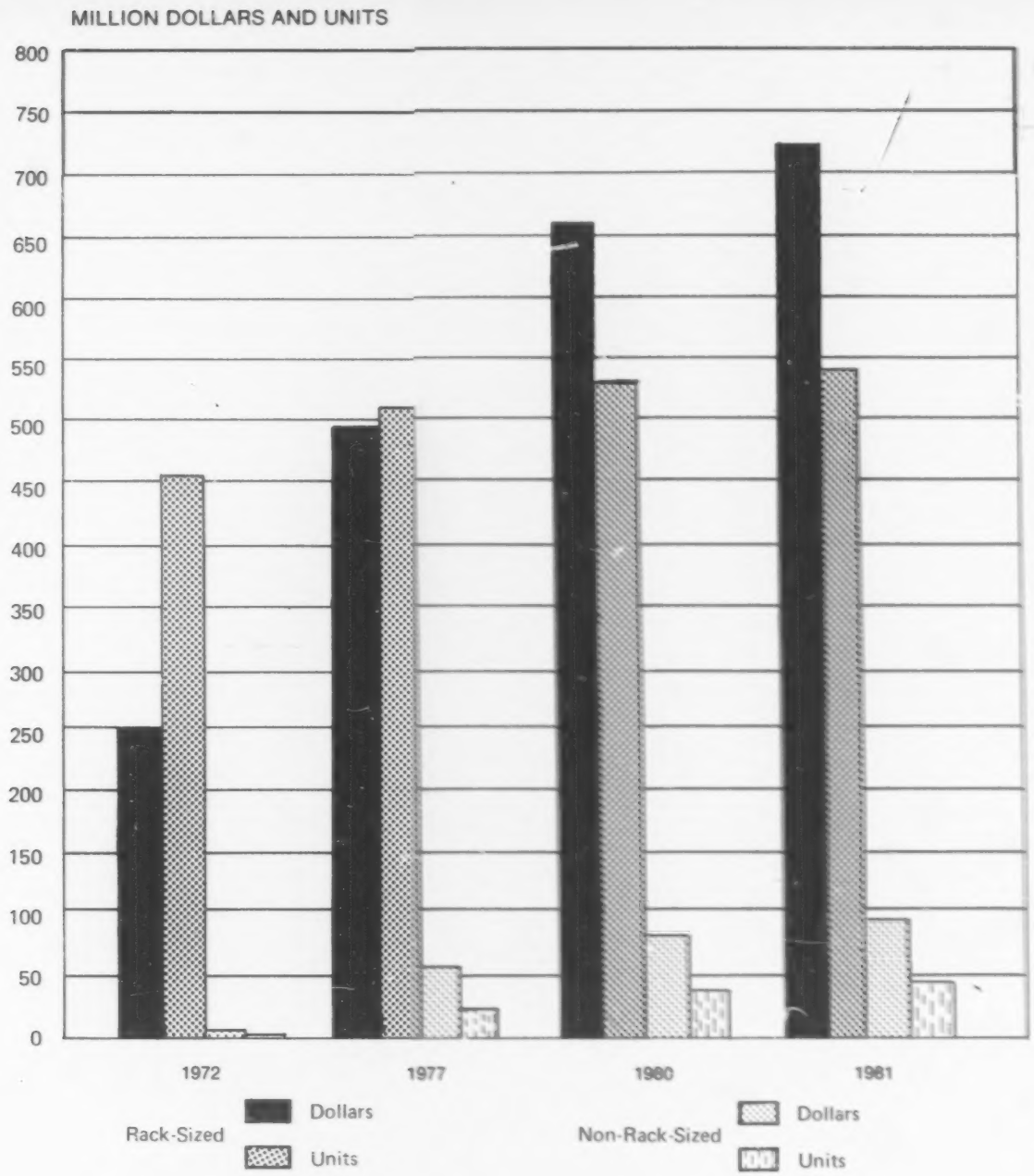


FIGURE 10 — MASS MARKET PAPERBACK SALES 1972, 1977, 1980 and 1981

Estimated Industry Sales – Millions of Dollars and Units

	RACK-SIZED		NON-RACK-SIZED	
	Dollars	Units	Dollars	Units
1972	$250.0	466.9	$2.8	1.3
1977	$487.7	518.8	$54.8	28.4
1980	$653.3	526.9	$85.9	44.3
1981	$735.6	545.6	$92.9	48.4

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM C [available on request from the AAP Office] to insure the correct interpretation of this Report.

Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

Table C1 provides a sales summary based on data reported by 9 rack-sized book publishers and 8 non-rack-sized book publishers.

These publishers of mass market paperbacks reported net sales of $559.8 million to the 1981 Survey. Of these sales, $491.1 million were in rack-sized books (i.e., books measuring 4-1/4" x 7-1/8") and $68.7 million in non-rack-sized books (including a range of paperback books, smaller and larger than rack-sized, but excluding non-book products). Based on the estimates of industry sales on page 66, the participating publishers appear to represent some 67.6% of the total.

Table C2 provides breakdown by type of customer. Table C3 and subsequent tables are devoted to reporting operating, balance sheet and employee data.

TABLE C1—SALES OF MASS MARKET PAPERBACKS

MILLIONS OF DOLLARS AND UNITS - AS REPORTED BY 9 PUBLISHERS

A. RACK-SIZED BOOKS	1981			1980			PERCENT CHANGE 81/80		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	781.0	547.5	1.392	659.0	528.7	1.246	18.5	3.6	11.6
CREDITED RETURNS	289.9	203.8	1.324	226.4	196.2	1.154	28.2	3.9	14.7
NET SALES	491.1	343.7	1.429	432.6	332.6	1.301	13.5	3.3	9.8
PERCENT RETURNS TO GROSS	35.5	37.2		34.4	37.1		3.2	0.3	

	1979			PERCENT CHANGE 81/79		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	613.9	543.2	1.130	24.0	0.8	23.0
CREDITED RETURNS	214.4	198.9	1.078	25.9	2.5	22.8
NET SALES	399.5	344.3	1.160	22.9	-0.2	23.2
PERCENT RETURNS TO GROSS	34.9	36.6		1.7	1.6	

MILLIONS OF DOLLARS AND UNITS - AS REPORTED BY 8 PUBLISHERS

B. NON-RACK-SIZED BOOKS	1981			1980			PERCENT CHANGE 81/80		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	83.1	39.0	2.133	68.1	34.8	1.956	22.1	11.9	9.0
CREDITED RETURNS	14.4	5.7	2.539	13.0	4.7	2.756	11.0	20.4	-7.9
NET SALES	68.7	33.3	2.064	55.1	30.1	1.830	24.7	10.6	12.8
PERCENT RETURNS TO GROSS	17.4	14.6		19.1	13.6		-8.9	7.4	

	1979			PERCENT CHANGE 81/79		
	$	UNITS	$ AVG. PER UNIT	$	UNITS	$ AVG. PER UNIT
GROSS SALES	58.6	30.8	1.906	41.8	26.7	11.9
CREDITED RETURNS	12.6	4.8	2.610	14.8	18.0	-2.7
NET SALES	46.0	25.9	1.775	49.2	28.3	16.3
PERCENT RETURNS TO GROSS	21.5	15.7		-19.1	-7.0	

TABLE C2—SALES OF MASS MARKET PAPERBACKS—BY TYPE OF CUSTOMER

THOUSANDS OF DOLLARS AND UNITS AS REPORTED BY 9 PUBLISHERS

RACK-SIZED BOOKS 1981	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	295736	212501	1.392						
REORDERS	118165	88655	1.333						
TOTAL WHOLESALES	413901	301156	1.374	187618	148378	1.264	226283	152778	1.481
DIRECT ACCOUNTS									
JOBBERS	86902	61481	1.413	21186	15674	1.352	65716	45807	1.435
RETAILERS	224366	146983	1.526	56721	35801	1.584	167645	111182	1.508
EXPORT & MILITARY	22764	19866	1.146	4104	3681	1.115	18660	16185	1.153
TOTAL DIRECT	334032	228330	1.463	82011	55156	1.487	252021	173174	1.455
SPECIAL SALES	13049	18026	0.724	255	280	0.911	12794	17746	0.721
TOTAL	760982	547512	1.390	269884	203814	1.324	491098	343698	1.429
WEIGHTED AVERAGE COVER PRICE ($)	2.544								

RACK-SIZED BOOKS 1980	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	241327	196942	1.225						
REORDERS	118625	93931	1.263						
TOTAL WHOLESALERS	359952	290873	1.237	158476	140283	1.130	201476	150590	1.338
DIRECT ACCOUNTS									
JOBBERS	92062	76051	1.211	20725	17284	1.199	71337	58762	1.214
RETAILERS	178787	130421	1.371	43014	34262	1.255	135773	96159	1.412
EXPORT & MILITARY	19575	18815	1.040	3846	4048	0.950	15729	14767	1.065
TOTAL DIRECT	290424	225287	1.289	67585	55594	1.216	222839	169688	1.313
SPECIAL SALES	8658	12550	0.690	357	270	1.322	8301	12280	0.676
TOTAL	659034	528711	1.246	226418	196152	1.154	432616	332559	1.301
WEIGHTED AVERAGE COVER PRICE ($)	2.390								

RACK-SIZED BOOKS 1979	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALERS-U.S., CANADA									
NEW RELEASES	242501	209179	1.159						
REORDERS	103383	94766	1.091						
TOTAL WHOLESALERS	345884	303945	1.138	149055	144799	1.029	196829	159146	1.237
DIRECT ACCOUNTS									
JOBBERS	67358	59764	1.127	15132	12992	1.165	52226	46772	1.117
RETAILERS	174002	143002	1.217	47112	38091	1.237	126890	104911	1.210
EXPORT & MILITARY	18190	19572	0.929	3048	3024	1.008	15142	16548	0.915
TOTAL DIRECT	259550	222338	1.167	65292	54107	1.207	194258	168231	1.155
SPECIAL SALES	8463	16927	0.500	16	22	0.727	8447	16905	0.500
TOTAL	613897	543210	1.130	214363	198928	1.078	399534	344282	1.160
WEIGHTED AVERAGE COVER PRICE ($)	2.262								

Continued on page 69

4 publishers reported the following net sales and returns (in millions of dollars) and strip cover percentages of returns, for rack-sized books:

	1981	1980
Net Sales	238.7	201.7
Returns	107.4	84.8
% of Strip Covers	96	95

TABLE C2—SALES OF MASS MARKET PAPERBACKS—BY TYPE OF CUSTOMER

(continued from page 68)

THOUSANDS OF DOLLARS AND UNITS AS REPORTED BY 8 PUBLISHERS

NON-RACK-SIZED BOOKS 1981	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALER-U.S. & CANADA	23053	10179	2.265	6491	2814	2.307	16562	7365	2.249
DIRECT ACCOUNTS									
JOBBERS	14201	7805	1.819	2337	875	2.671	11864	6930	1.712
RETAILERS	38584	18034	2.140	5250	1887	2.782	33334	16147	2.064
EXPORT & MILITARY	2491	1069	2.330	215	73	2.945	2276	996	2.285
TOTAL DIRECT	55276	26908	2.054	7802	2835	2.752	47474	24073	1.972
SPECIAL SALES	4789	1875	2.554	142	36	3.944	4647	1839	2.527
TOTAL	83118	38962	2.133	14435	5685	2.539	68683	33277	2.064
WEIGHTED AVERAGE COVER PRICE ($)	6.358								

NON-RACK-SIZED BOOKS 1980	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALER-U.S. & CANADA	13131	8010	1.639	3014	1192	2.529	10117	6818	1.484
DIRECT ACCOUNTS									
JOBBERS	16825	12286	1.369	2595	1013	2.562	14230	11273	1.262
RETAILERS	34097	12706	2.684	7238	2459	2.943	26859	10247	2.621
EXPORT & MILITARY	1733	783	2.213	157	54	2.907	1576	729	2.162
TOTAL DIRECT	52655	25775	2.043	9990	3526	2.833	42665	22249	1.918
SPECIAL SALES	2291	1024	2.237	2	2	1.000	2289	1022	2.240
TOTAL	68077	34809	1.956	13006	4720	2.756	55071	30089	1.830
WEIGHTED AVERAGE COVER PRICE ($)	5.347								

NON-RACK-SIZED BOOKS 1979	GROSS SALES			CREDITED RETURNS			NET SALES		
	$	UNITS	$/UNIT	$	UNITS	$/UNIT	$	UNITS	$/UNIT
WHOLESALER-U.S. & CANADA	13316	6915	1.926	3743	1418	2.640	9573	5497	1.741
DIRECT ACCOUNTS -									
JOBBERS	12923	10152	1.273	2625	1035	2.536	10298	9117	1.130
RETAILERS	29065	11453	2.538	6065	2309	2.627	23000	9144	2.515
EXPORT & MILITARY	1899	839	2.263	142	55	2.582	1757	784	2.241
TOTAL DIRECT	43887	22444	1.955	8832	3399	2.592	35055	19045	1.841
SPECIAL SALES	1394	1392	1.001	1	1	1.000	1393	1391	1.001
TOTAL	58597	30751	1.906	12576	4818	2.610	46021	25933	1.775
WEIGHTED AVERAGE COVER PRICE ($)	5.254								

TABLE C3—OPERATING DATA OF MASS MARKET PAPERBACK PUBLISHERS (RACK SIZED BOOKS ONLY)

THOUSANDS OF DOLLARS - AS REPORTED BY 5 PUBLISHERS

	1981			1980		
	$	PERCENT OF GROSS SALES		$	PERCENT OF GROSS SALES	
		AVERAGE	RANGE		AVERAGE	RANGE
REVENUES						
GROSS SALES	400856	100.0	100.0 TO 100.0	342351	100.0	100.0 TO 100.0
INCENTIVES	10811	2.7	0.8 TO 4.8	7950	2.3	0.7 TO 4.2
RETURNS & ALLOW. - CREDITED	129411	32.3	27.6 TO 44.9	105942	30.9	26.8 TO 38.4
ADD'L PROVISION	8837	2.2	-0.9 TO 3.3	11841	3.5	1.4 TO 14.1
ALLOWANCES	43	0.0		434	0.1	
TOTAL INCENTIVES & RETURNS	149102	37.2	34.8 TO 46.4	126167	36.9	31.5 TO 47.4
NET SALES	251754	62.8	53.6 TO 65.2	216184	63.1	52.6 TO 68.5
COST OF SALES						
COST OF GOODS MANUFACTURED & SOLD	71069	17.7	16.7 TO 20.3	64506	18.8	16.9 TO 23.1
ROYALTIES	75429	18.8	9.7 TO 24.9	63076	18.4	9.2 TO 22.2
FREIGHT & DUTY	16412	4.1	3.4 TO 6.5	13578	4.0	0.6 TO 4.4
TOTAL COST OF SALES	162910	40.6	33.9 TO 48.2	141160	41.2	33.0 TO 49.2
GROSS PROFIT	88844	22.2	10.7 TO 27.3	75024	21.9	5.1 TO 28.8
EXPENSES						
FULFILLMENT						
ORDER ENTRY & CUST. SERVICE	3346	0.8	0.6 TO 1.5	3066	0.9	0.6 TO 1.7
SHIPPING & WAREHOUSING	9901	2.5	0.4 TO 3.1	8763	2.6	0.5 TO 3.3
TOTAL FULFILLMENT	13247	3.3	1.0 TO 3.7	11829	3.5	1.1 TO 3.9
EDP/SYSTEMS EXP.	3361	0.8	0.7 TO 1.0	2881	0.8	0.7 TO 1.0
EDITORIAL	3960	1.0	0.4 TO 1.4	3100	0.9	0.6 TO 1.2
PRODUCTION	2211	0.6	0.5 TO 1.4	1890	0.6	0.4 TO 1.4
MARKETING	36185	9.0	8.1 TO 12.1	31379	9.2	7.8 TO 11.7
GEN. & ADM. OVERHEAD	18484	4.6	1.9 TO 5.9	18973	5.5	2.4 TO 6.6
INTEREST EXPENSE OR (INCOME) NET	2173	0.5	0.1 TO 1.9	2014	0.6	0.3 TO 1.6
OTHER EXPENSE OR (INCOME) NET	-3907	-1.0	-5.4 TO 0.2	-3226	-0.9	-3.8 TO 0.9
TOTAL EXPENSE	75714	18.9	16.3 TO 20.7	68840	20.1	15.9 TO 20.9
INCOME BEFORE TAX AND MANAGEMENT FEES	13130	3.3	-9.9 TO 7.6	6184	1.8	-15.3 TO 7.9

TABLE C3a—REVENUES AND COST OF SALES OF NON-RACK SIZED BOOKS

THOUSANDS OF DOLLARS - AS REPORTED BY 4 PUBLISHERS

	1981			1980		
	$	PERCENT OF GROSS SALES		$	PERCENT OF GROSS SALES	
		AVERAGE	RANGE		AVERAGE	RANGE
REVENUES						
GROSS SALES	47781	100.0	100.0 TO 100.0	33433	100.0	100.0 TO 100.0
INCENTIVES	490	1.0		325	1.0	
RETURNS & ALLOW. -						
CREDITED	8752	18.3	14.4 TO 31.1	8189	24.5	11.1 TO 37.5
ADD'L PROVISION	1322	2.8	1.1 TO 5.9	806	2.4	-9.1 TO 15.3
ALLOWANCES	5	0.0		0	0.0	
TOTAL INCENTIVES & RETURNS	10569	22.1	16.3 TO 32.2	9320	27.9	14.0 TO 37.5
NET SALES	37212	77.9	67.8 TO 83.7	24113	72.1	62.5 TO 86.0
COST OF SALES						
COST OF GOODS MANUFACTURED & SOLD	12982	27.2	22.2 TO 32.1	10568	31.6	28.5 TO 33.9
ROYALTIES	6464	13.5	6.7 TO 23.4	5368	16.1	14.0 TO 19.2
FREIGHT & DUTY	1689	3.5	1.3 TO 4.5	1212	3.6	0.8 TO 5.0
TOTAL COST OF SALES	21135	44.2	41.1 TO 56.2	17148	51.3	48.7 TO 53.7
GROSS PROFIT	16077	33.6	11.6 TO 42.0	6965	20.8	13.2 TO 37.3

TABLE C4—EDITORIAL, PRODUCTION AND MARKETING EXPENSE OF MASS MARKET PAPERBACK PUBLISHERS (RACK-SIZED BOOKS ONLY)

THOUSANDS OF DOLLARS - AS REPORTED BY 5 PUBLISHERS
WITH TOTAL 1981 GROSS SALES OF $400,856,000

	1981			1980		
		PERCENT OF GROSS SALES			PERCENT OF GROSS SALES	
	$	AVERAGE	MID-RANGE	$	AVERAGE	MID-RANGE
EDITORIAL EXPENSE						
SALARIES	3057	0.8	0.5 TO 1.0	2361	0.7	0.6 TO 0.8
OUTSIDE EDITORIAL EXP	367	0.1	0.0 TO 0.1	265	0.1	0.0 TO 0.1
TRAVEL & ENTERTAINMNT	241	0.1	0.0 TO 0.1	240	0.1	0.0 TO 0.1
OTHER	295	0.1	0.1 TO 0.2	234	0.1	0.0 TO 0.2
TOTAL EDITORIAL EXPENSE	3960	1.0	0.7 TO 1.2	3100	0.9	0.8 TO 1.1
PRODUCTION EXPENSE						
SALARIES	1927	0.5	0.4 TO 0.8	1574	0.5	0.4 TO 0.9
OUTSIDE PRODUCTION EXPENSE	40	0.0	0.0 TO 0.0	36	0.0	0.0 TO 0.0
OTHER	244	0.1	0.0 TO 0.3	280	0.1	0.0 TO 0.3
TOTAL PRODUCTION EXPENSE	2211	0.6	0.5 TO 1.0	1890	0.6	0.5 TO 1.0
MARKETING EXPENSE						
SALESMEN'S SALARIES & COMMISSIONS	7716	1.9	1.4 TO 2.3	6426	1.9	1.3 TO 2.3
DISTRIBUTOR'S FEES TO NATIONAL DISTRIBUTOR	4708	1.2	0.9 TO 4.2	4160	1.2	0.9 TO 4.2
OUTSIDE MEDIA, POINT OF SALE & PUBLICITY	13671	3.4	2.6 TO 4.6	12228	3.6	2.9 TO 4.8
RACK EXPENSE	1093	0.3	0.2 TO 0.3	1444	0.4	0.4 TO 0.5
SALESMEN'S AUTOMOBILE EXPENSE	890	0.2	0.1 TO 0.5	808	0.2	0.2 TO 0.5
SALESMEN'S TRAVEL & ENTERTAINMENT	2243	0.6	0.6 TO 0.7	1988	0.6	0.6 TO 0.8
OTHER SELLING EXPENSE	5864	1.5	0.4 TO 1.8	4325	1.3	0.3 TO 1.7
TOTAL MARKETING EXPENSE	36185	9.0	8.4 TO 11.0	31379	9.2	8.6 TO 10.9

Note that data in **Tables C3, C4, C6 and C7** cover **Rack-Sized** books only, while those in **Table C3a** cover **non-Rack-Sized** books and those in **Table C8** cover all products. Billings and Receivables data, normally shown in **Table C5**, were insufficiently reported this year.

Unlike in other sections of this volume, data shown in Section C not reported in detail by some participating publishers, have been allocated in the same proportion as the detail actually provided, without showing "unspecified" amounts separately.

Readers should note the fact the "Net Sales" in Tables C1 and C2 are the product of Gross Sales less Credited returns only, whereas in Table C3 "Net Sales" result from the deduction from Gross Sales of Credited Returns, Additional Provisions for Returns, and Incentives.

Data on rack outlays to wholesalers and direct accounts were insufficiently reported this year.

In **Table C6** publishers have included and/or allocated equivalency provisions for marketing and fulfillment services provided by national distributors.

TABLE C6—EMPLOYEE DATA (RACK-SIZED BOOKS ONLY)

AS REPORTED BY 5 MASS MARKET PAPERBACK PUBLISHERS
EMPLOYING 1,377 TOTAL STAFF
(1981 GROSS SALES PER EMPLOYEE - $291,108)

	PERCENT OF TOTAL			
	1981		1980	
	AVERAGE	RANGE	AVERAGE	RANGE
EDITORIAL	7.8	6.8 TO 16.0	7.9	6.6 TO 20.9
PRODUCTION	4.4	3.0 TO 22.0	4.1	2.2 TO 23.3
ART	1.5	1.1 TO 2.5	1.3	1.2 TO 1.8
MARKETING (TOTAL)	35.4	28.2 TO 48.9	35.0	28.5 TO 47.2
SALESMEN	21.3	15.5 TO 29.5	21.5	16.3 TO 29.1
SALES DEPARTMENT	8.0	7.0 TO 10.9	7.8	5.5 TO 11.6
PROMOTION, PUBLICITY, AND ADVERTISING	6.2	4.4 TO 10.0	5.6	4.4 TO 9.2
FULFILLMENT (TOTAL)	47.1	24.0 TO 60.9	47.8	23.3 TO 60.6
ORDER PROCESSING	13.4	4.6 TO 25.8	14.0	4.7 TO 26.1
CREDIT & ACC'TS RECE.	4.9	3.5 TO 12.0	4.6	3.5 TO 11.6
SHIPPING & WAREHOUSING	28.8	3.7 TO 52.8	29.2	3.7 TO 52.4
ADMINISTRATIVE MANAGEMENT & GENERAL OFFICE	3.6	2.9 TO 12.3	4.0	3.1 TO 12.4

TABLE C7—BALANCE SHEET DATA (RACK-SIZED BOOKS ONLY)

THOUSANDS OF DOLLARS

	RACK-SIZED BOOKS			
	1981		1980	
	$	PCT OF GROSS SALES	$	PCT OF GROSS SALES
INVENTORY DATA				
PUBLISHERS REPORTING	5		5	
GROSS SALES	400856		342351	
PAPER	9537	2.4	8364	2.4
WORK IN PROCESS	4454	1.1	3880	1.1
FINISHED GOODS	113263	3.3	12612	3.7
TOTAL	27254	6.8	24756	7.2

TABLE C8—GUARANTEES (ALL PRODUCTS)

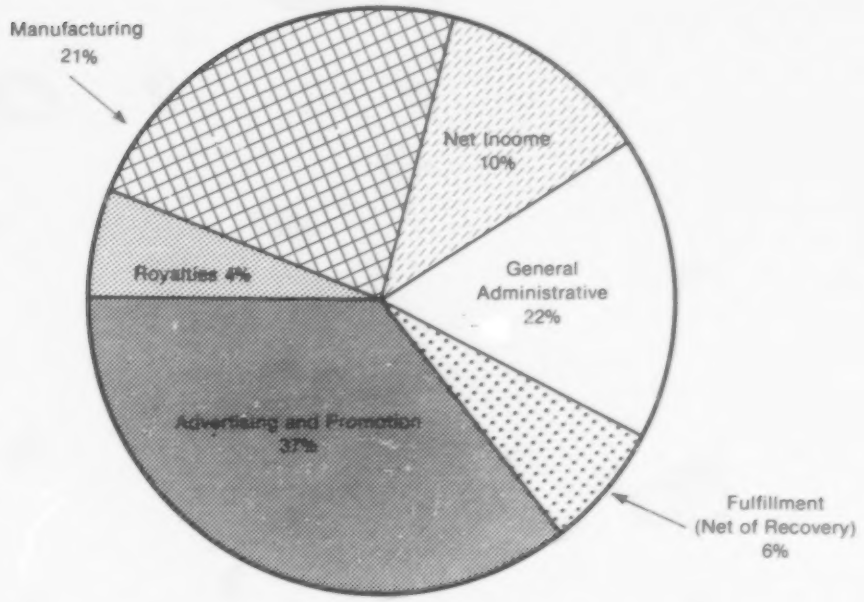
THOUSANDS OF DOLLARS - AS REPORTED BY 3 PUBLISHERS

	1981		1980	
	$	PCT OF GROSS SALES	$	PCT OF GROSS SALES
GROSS SALES	327115		282405	
BOOK RIGHTS (TOTAL)	104817	32.0	100519	35.6
PUBLISHED	23363	7.1	21981	7.8
UNPUBLISHED	181454	24.9	78538	27.8
GUARANTEES COMMITTED	51030	15.6	43357	15.4
NUMBER OF TITLES GUARANTEED	1279		968	
CASH ADVANCES PAID	48358	14.8	46537	16.5

Section D

BOOK CLUBS AND MAIL ORDER PUBLICATIONS

BOOK CLUBS (Income = Net sales 100.0%)



MAIL ORDER PUBLICATIONS (Income = Net sales 98.8%; Other 1.2%)

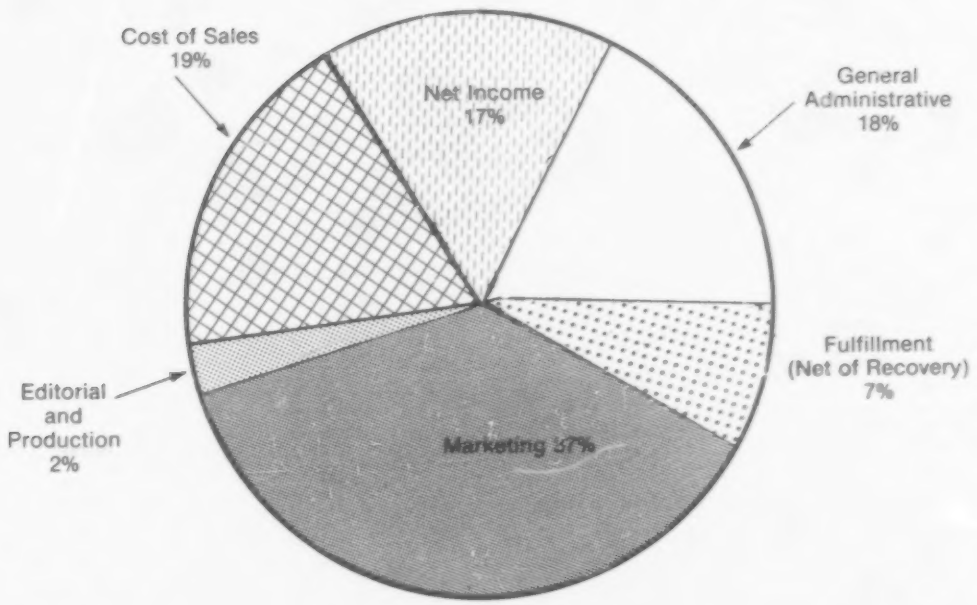


FIGURE 11 BOOK CLUB AND MAIL ORDER PUBLICATIONS 1981 DISPOSITION OF INCOME

Averages based on data reported in Tables D4 and D9.

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Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM D [available on request from the AAP Office] to insure the correct interpretation of this Report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

BOOK CLUBS

Table D1 provides a sales summary and comparison between 1981 and 1980 based on data furnished by participating publishers.

87 book clubs, ranging from low-priced children's books to the higher-priced collectors' editions, reported 1981 net sales of $462.6 million to the Survey. Based on estimated net sales for this segment of the industry of $571.1 million, the reported sales represent some 81% of the total.

Table D2 offers a breakdown by sales category in dollars and units; Table D3 by geographical location. Operating data are analyzed in Tables D4 through D7; receivables and employee statistics are reported jointly with those of mail order publications in Tables D11 and D12.

TABLE D1—SALES BY BOOK CLUBS

THOUSANDS OF DOLLARS AS REPORTED BY 87 CLUBS

	GROSS SALES			RETURNS			NET SALES		
	1981	1980	PERCENT CHANGE	1981	1980	PERCENT CHANGE	1981	1980	PERCENT CHANGE
20 GENERAL INTEREST BOOK CLUBS	333143	313152	6.4	50619	41547	21.8	282524	271605	4.0
67 SPECIAL INTEREST AND PROFESSIONAL CLUBS	221858	200776	10.5	41802	37156	12.5	180056	163620	10.0
TOTAL	555001	513928	8.0	92421	78703	17.4	462580	435225	6.3

	PERCENT RETURNS TO GROSS			
	1981		1980	
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE
20 GENERAL INTEREST BOOK CLUBS	15.2	13.4 TO 27.4	13.3	12.7 TO 26.4
67 SPECIAL INTEREST AND PROFESSIONAL CLUBS	18.8	13.6 TO 26.0	18.5	11.5 TO 26.4
TOTAL	16.7	15.2 TO 27.0	15.3	13.9 TO 26.4

TABLE D2—GROSS SALES BY BOOK CLUBS—BY CATEGORY OF SALE

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 65 CLUBS

	GROSS SALES		DOLLARS PER UNIT	
	$	UNITS	$-AVG	$-AVG RANGE
ALL SALES	433625	132960	3.26	1.04 TO 20.37
PRIME SELECTIONS	293699	118777	2.47	1.04 TO 21.92
OTHER SALES (TOTAL)	131686	12870	10.26	1.50 TO 17.14
ALTERNATES	84059	9159	9.18	8.02 TO 24.69
BACKLIST	47628	3681	12.94	1.50 TO 20.03
BONUSES	8239	1343	6.13	4.50 TO 57.44

TABLE D3—GEOGRAPHICAL DISTRIBUTION OF GROSS SALES BY BOOK CLUBS

THOUSANDS OF DOLLARS - AS REPORTED BY 72 CLUBS

	DOMESTIC		CANADA		OTHER FOREIGN	
	$	PCT OF SALES	$	PCT OF SALES	$	PCT OF SALES
23 GENERAL INTEREST CLBS	401644	98.3	6836	1.7	0	0.0
49 SPECIAL INTEREST AND PROFESSIONAL CLUBS	128801	96.9	3314	2.5	813	0.6
TOTAL	530445	98.0	10150	1.9	813	0.2

TABLE D4—OPERATING DATA OF BOOK CLUBS

THOUSANDS OF DOLLARS - AS REPORTED BY 59 CLUBS

	$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE
GROSS SALES	446936	120.0	116.3 TO 150.7
REGULAR	413596	115.5	109.4 TO 131.9
REDUCED PRICE	16035	4.5	2.7 TO 11.1
UNSPECIFIED	17305		
RETURNS & ALLOWANCES	74402	20.0	16.3 TO 50.7
NET SALES	372535	100.0	100.0 TO 100.0
COST OF SALES			
MANUFACTURING	52177	20.9	16.4 TO 27.8
ROYALTIES	10992	4.4	3.0 TO 10.6
UNSPECIFIED	31262		
TOTAL COST OF SALES	94431	25.3	24.2 TO 32.9
GROSS MARGIN ON SALES	278103	74.7	67.0 TO 76.4
OTHER INCOME	-17	-0.0	-0.0 TO 1.7
OPERATING EXPENSE			
ADVERTISING & PROM.	108209	36.8	31.1 TO 44.7
FULFILLMENT (NET OF RECOVERY)	17308	5.9	6.5 TO 19.3
GENERAL & ADMIN.	65321	22.2	16.4 TO 33.0
UNSPECIFIED	51246		
TOTAL OPERATING EXPENSE	242084	65.0	54.9 TO 84.1
NET INCOME FROM OPERATIONS	36002	9.7	-17.0 TO 12.4

TABLE D5—ADVERTISING AND PROMOTION EXPENSE

THOUSANDS OF DOLLARS - AS REPORTED BY 29 BOOK CLUBS WITH TOTAL NET SALES OF $294,949,000

	$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE
NEW MEMBER OFFERS (TOTAL NET OF RECOVERY)	80563	27.3	20.0 TO 31.5
COST OF BOOKS	34850	11.8	8.9 TO 13.0
SPACE ADVERTISING	28833	9.8	4.1 TO 11.8
DIRECT MAIL	17045	5.8	4.8 TO 13.1
OTHER	6523	2.2	
(LESS) INCOME FROM OFFERS	6688	2.3	1.3 TO 6.5
PROMOTION TO MEMBERS	31107	10.5	9.9 TO 13.2
ADVERTISING AND PROMOTION SALARIES	4667	1.6	1.0 TO 3.2
TOTAL ADVERTISING AND PROMOTION EXPENSE	116336	39.4	32.1 TO 47.8

Table D6 - Income and Cost of New Member Acquisition - has been eliminated this year because insufficient data were reported.

40 Professional and General and Special Interest Consumer Book Clubs with a combined membership of 5.6 million reported acquiring 3.9 million new members during the year, while terminating 3.7 million.

21 of the above Clubs, with a combined membership of 3.8 million, reported the following average monthly acceptance rates on their offerings:

Prime Selections 31.7%
Alternates and Backlist 23.9%
Bonus Books 2.3%

TABLE D7—FULFILLMENT EXPENSE

(NET OF RECOVERIES)
THOUSANDS OF DOLLARS - AS REPORTED BY 38 BOOK CLUBS WITH TOTAL NET SALES OF $257,134,000

	$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE
SALARIES	8800	3.4	3.6 TO 6.0
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOCATED)	9037	3.5	3.2 TO 5.6
OTHER	40970	15.9	4.3 TO 19.1
LESS RECOVERIES	36461	14.2	4.4 TO 18.7
TOTAL FULFILLMENT EXP. (NET OF RECOVERIES)	22346	8.7	7.9 TO 12.2

6 publishers of Mail Order Publications (created exclusively for mail order sales), reported total 1981 net sales of $42.1 million to the Survey. Compared to the industry estimate of $653.6 million, it appears that the reporting group represents some 6.4% of the total.

In Table D8 consumer mail order sales are categorized, based on reports from 6 publishers. Operating data appear in Table D9, Promotion Expense in Table D10.

TABLE D8—CONSUMER MAIL ORDER SALES OF MAIL ORDER PUBLICATIONS—BY MARKETING CATEGORY

THOUSANDS OF DOLLARS - AS REPORTED BY 6 PUBLISHERS

	1981				1980			
	GROSS SALES $	RETURNS $	RETURNS PCT TO GROSS	NET SALES $	GROSS SALES $	RETURNS $	RETURNS PCT TO GROSS	NET SALES $
CONTINUITY PROGRAMS AND OPEN-ENDED SUBSCRIPTIONS	13446	2801	20.8	10645	9894	2094	21.2	7800
CATALOG SALES	1933	60	3.1	1873	1572	160	10.2	1412
SINGLE TITLE PROMOTIONS	35912	6315	17.6	29597	26373	3600	13.7	22773
TOTAL	51291	9176	17.9	42115	37839	5854	15.5	31985

TABLE D9—MAIL ORDER PUBLICATIONS OPERATING DATA

THOUSANDS OF DOLLARS - AS REPORTED BY 5 PUBLISHERS

	$	PERCENT OF NET SALES	
		AVERAGE	MID-RANGE
GROSS SALES	81580	124.7	101.1 TO 128.0
RETURNS AND ALLOWANCES	16154	24.7	1.1 TO 28.0
NET SALES	65426	100.0	100.0 TO 100.0
COST OF SALES	12615	19.3	16.2 TO 45.2
GROSS MARGIN ON SALES	52811	80.7	54.8 TO 83.8
OTHER INCOME	763	1.2	2.2 TO 44.6
OPERATING EXPENSE			
EDITORIAL	820	1.3	1.9 TO 3.1
PRODUCTION	110	0.2	0.1 TO 6.6
MARKETING	24490	37.4	14.7 TO 66.7
FULFILLMENT (NET)	5127	7.8	7.7 TO 18.3
GENERAL & ADMIN.	11910	18.2	3.7 TO 53.6
TOTAL OPERATING EXPENSE	42457	64.9	53.6 TO 128.6
NET INCOME FROM OPERATIONS	11117	17.0	-29.2 TO 20.4

TABLE D10—PROMOTION AND ADVERTISING EXPENSE OF MAIL ORDER PUBLICATIONS

THOUSANDS OF DOLLARS AS REPORTED BY 3 PUBLISHERS WITH TOTAL NET SALES OF $ 28,193,000

	$	PCT-NET SALES
SPACE ADVERTISING	829	2.9
DIRECT MAIL	13166	46.7
OTHER	388	1.4
TOTAL PROMOTION AND ADVERTISING EXPENSE	14383	51.0

TABLE D11—RECEIVABLES AND BAD DEBTS

OF BOOK CLUBS AND PUBLISHERS OF MAIL ORDER PUBLICATIONS

	ALL REPLIES	43 BOOK CLUBS	5 MAIL ORDER PUBL'S
NET SALES ($000)	425496	369812	55684
ACC'TS RECEIVABLE (AT YEAR END - $000)	129486	102240	27246
PCT. OF NET SALES	30.4	27.6	48.9
PCT. CURRENT	45.5	48.3	34.9
PCT. 1-30 DAYS	19.5	21.3	12.9
PCT. 31-60 DAYS	12.9	9.5	25.9
PCT. 61 DAYS & OVER	22.1	20.9	26.2
BAD DEBT RESERVE ($000)	32367	25966	6401
PCT. OF NET SALES	7.6	7.0	11.5
PCT. OF RECEIVABLES	25.0	25.4	23.5
BAD DEBT LOSSES ($000)	35713	29711	6002
PCT. OF NET SALES	8.4	8.0	10.8
PCT. OF RECEIVABLES	27.6	29.1	22.0
AVERAGE COLLECTION PERIOD (DAYS)	104	102	114

Table D12—Employee Data – has been eliminated this year because insufficient data were reported.

Sections F and G

PUBLISHERS OF SCHOOL (ELHI) AND COLLEGE BOOKS AND MATERIALS

TEXTBOOK SALES

The textbook-and-materials report is divided into three parts: this brief introductory section which provides industry sales estimates for both school and college publishing; followed by separate, detailed sales and operating data reports for school publishing (Section F, beginning on page 88), and for college publishing (Section G, beginning on page 110).

Total estimated industry textbook and materials sales are shown in **Table T1**. The estimates are based on reports from participating publishers and on the Census of Manufacturers conducted by the U.S. Department of Commerce (See Table S1).

TABLE T1—ESTIMATED INDUSTRY SALES OF TEXTBOOKS, EDUCATIONAL MATERIALS AND STANDARDIZED TEST

MILLIONS OF DOLLARS

	1972			1977		
	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES
ELHI TEXTBOOKS (TOTAL)	498	100	49.0	756	152	47.2
ELEMENTARY	318	100	31.3	480	151	30.0
HIGH SCHOOL	180	100	17.7	276	153	17.2
COLLEGE TEXTBOOKS*	375	100	36.9	650	173	40.6
AV AND OTHER MEDIA (TTL)	116	100	11.4	151	130	9.4
ELHI	101	100	9.9	131	130	8.2
COLLEGE	9	100	.9	12	133	.7
OTHER	6	100	.6	8	133	.5
STANDARDIZED TESTS	27	100	2.7	45	167	2.8
TOTAL	1016	100	100.0	1602	158	100.0

	1980			1981		
	$	INDEX	PCT OF TOTAL SALES	$	INDEX	PCT OF TOTAL SALES
ELHI TEXTBOOKS (TOTAL)	940	189	44.2	999	201	43.3
ELEMENTARY	596	187	28.0	634	199	27.5
HIGH SCHOOL	344	191	16.2	365	203	15.8
COLLEGE TEXTBOOKS*	953	254	44.8	1075	287	46.7
AV AND OTHER MEDIA (TTL)	167	144	7.9	167	144	7.3
ELHI	148	147	7.0	149	148	6.5
COLLEGE	9	89	.4	7	78	.3
OTHER	10	167	.5	11	183	.5
STANDARDIZED TESTS	67	248	3.1	63	233	2.7
TOTAL	2127	209	100.0	2304	227	100.0

*See Footnote To Table S1, Page 16

TABLE T2—ESTIMATED 1981 SALES OF BOOKS AND MATERIALS IN THE EDUCATIONAL MARKET

DOMESTIC SALES - MILLIONS OF DOLLARS

	TOTAL MARKET		ELHI TEXTBOOKS		COLLEGE TEXTBKS		AV AND OTHER MEDIA		MASS MARKET PAPERBACKS	
	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.
ELHI	1475	100	862	58	62	4	135	10	76	5
COLLEGE	1350	100	43	3	798	59	21	2	43	3
TOTAL	2825	100	905	32	860	30	156	6	119	4

	GENERAL BOOKS		SUBSCRIPTION REFERENCE BOOKS		MAPS		STANDARDIZED TESTS	
	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.	$	PCT SH. OF MKT.
ELHI	254	17	18	1	16	1	52	4
COLLEGE	428	32	*	*	17	1	*	*
TOTAL	682	24	18	1	33	1	52	2

* DENOTES LESS THAN 1 PERCENT.

In **Table T2** estimates are presented for **all** books — general, mass market paperback, and reference, as well as textbooks — along with AV and related materials, maps, and texts sold in the domestic educational market. "Total Market" therefore represents the current collective level of these sales in the 50 United States and District of Columbia.

The estimates are based on U.S. Census data (see Table S1 on page 16) market reports received from publishers (such as in Table A3 on page 27, Table B3 on page 52, Table C2 on page 68, and Table G5 on page 113), as well as on sales breakdowns reported by wholesalers and jobbers.†

Sales include those to school and college libraries.

The estimates for general books embrace the following (in millions of dollars):

	Elhi [K-12]	College [13up]†
Trade		
Adult Hardbound	37.2	88.6
Adult Paperbound	5.3	63.8
Juvenile	38.6	
Religious	13.7	21.8
Professional†		
Technical & Scientific	8.9	74.9
Business & Other Professional	13.2	75.3
Medical	3.0	69.8
Book Clubs and Mail Order Publ.	132.6	.6
University Presses	1.5	28.2
Total	254.0	428.0

† See Footnote To Table S1, Page 16

TABLE T3—ESTIMATED DOMESTIC INDUSTRY SALES OF TEXTBOOKS RELATED TO STUDENT ENROLLMENT

THOUSANDS OF STUDENTS AND DOLLARS

	ELEMENTARY					HIGH SCHOOL				
	ENROLLMENT			SALES ($)		ENROLLMENT			SALES ($)	
	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA
1972	31845	3800	35645	301813	8.47	13909	1300	15209	170320	11.20
1977	29431	3600	33031	458122	13.87	14300	1400	15700	263762	16.80
1978	28208	3600	31808	511238	16.07	14480	1400	15880	282811	17.81
1979	28021	3700	31721	559782	17.64	14587	1400	15987	328759	20.56
1980	27884	3700	31584	564579	17.88	13695	1400	15095	327962	21.73
1981	27665	3629	31294	606682	19.39	13319	1400	14719	342560	23.27

	ELHI					COLLEGE				
	ENROLLMENT			SALES ($)		ENROLLMENT		SALES ($)	PER CAPITA	
	PUBLIC	OTHER	TOTAL	TOTAL	PER CAPITA	FTE	TOTAL		FTE	TOTAL
1972	45754	5100	50854	472133	9.28	7255	9215	337003	46.45	36.57
1977	43731	5000	48731	721884	14.81	8397	11268	578433	68.88	51.33
1978	42688	5000	47688	794049	17.65	8303	11260	656580	79.07	58.31
1979	42608	5100	47708	888541	18.62	8486	11508	739008	87.08	64.22
1980	41579	5100	46679	892541	19.12	8657	11749	854297	96.68	72.71
1981	40984	5029	46013	949242	20.63	8916	12097	964343	108.16	79.72

Table T3 relates domestic textbook sales (i.e. in the fifty states and the District of Columbia) to enrollment data compiled for these areas by the National Center for Education Statistics. The enrollment figures for public elementary (K-8) and secondary (9-12) schools are actual for the most part, while those for private schools are estimated. The college figures are largely actual. All sales are estimated.*

College enrollment data and per capita sales are shown both for full-time equivalent (FTE) students, as well as for **all** students enrolled in the fifty United States and the District of Columbia. Total College enrollments include resident and extension students in vocational and technical programs, and students in U.S. Service Schools. In the FTE data, part-time enrollments have been converted to full-time equivalency.

For state-by-state enrollment and sales data consult Tables G7a and G7b for College, and Tables F5b and F6 (pages 93-95) for Elhi. Also see the text with those tables for details regarding the enrollment figures used and the assumptions employed in the development of estimated per capita sales.

*See Footnote To Table S1, Page 16

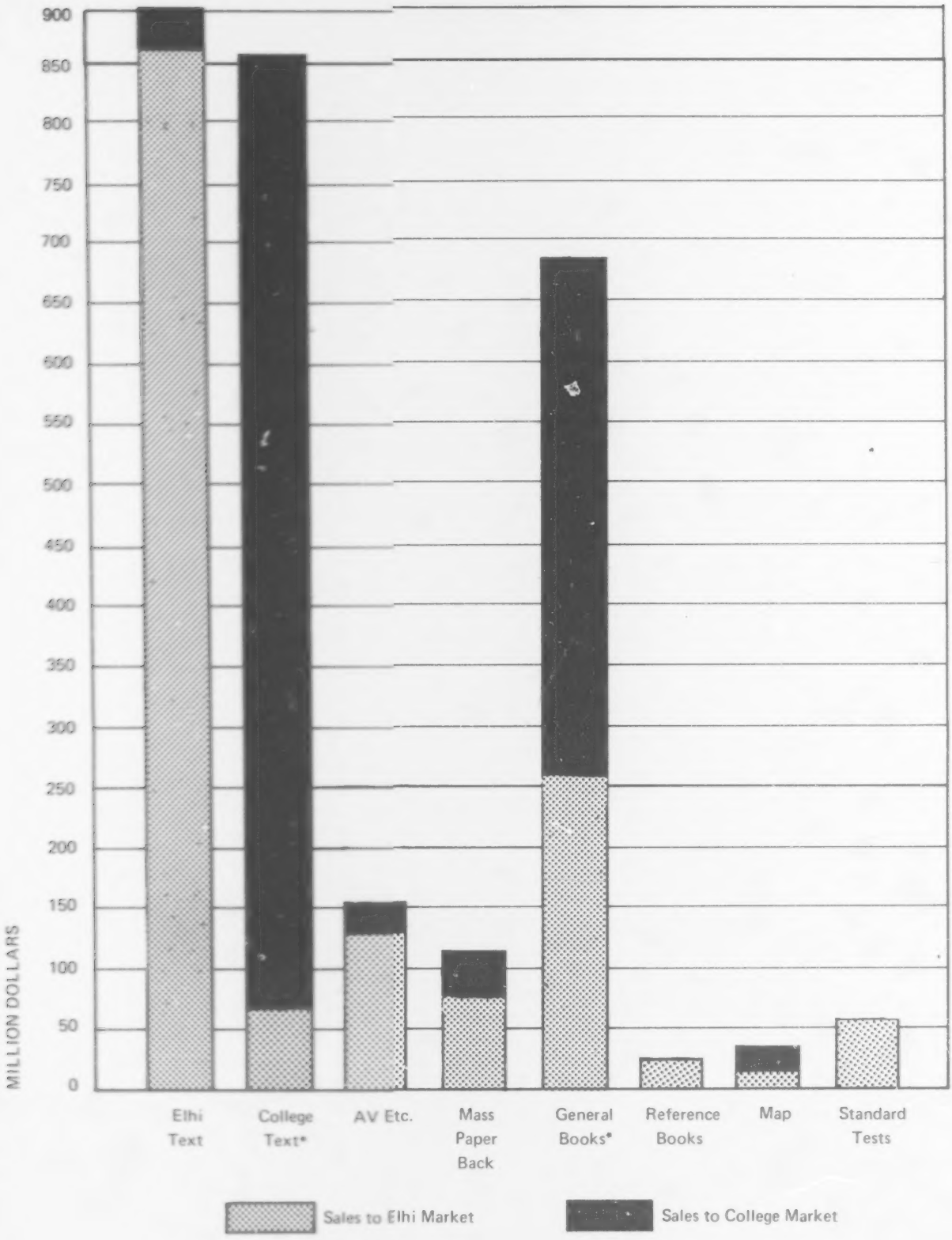

FIGURE 12—1981 ESTIMATED SALES OF BOOKS AND MATERIALS IN THE DOMESTIC EDUCATIONAL MARKET

Based on Estimated Totals in Table T2

*See Footnote To Table S1, Page 16

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM F [available on request from the AAP Office] to insure the correct interpretation of this Report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

Throughout this Report Elementary refers to Grades K through 8, High School to Grades 9 through 12.

SALES DATA

Estimated industry sales of textbooks and materials, both Elhi and College, will be found in Tables T1, T2 and T3 on pages 84-86. All other Elhi reports will be found in this section; College statistics are in Section G beginning on page 110.

Except for the information presented in Tables T1, T2 and T3, and the estimated portions of Tables F5b and F6, **all figures included in the tables are based on publishers actual reports and are not extended to industry totals.**

13 Elhi school textbook and materials publishers reported total 1981 sales of $495.6 million to the Survey. Of these sales, $342.1 million were in elementary and $153.5 million in high school textbooks and materials. As the Elhi publishing industry enjoys total estimated book sales of $998.6 million and audiovisual and related materials sales of $148.9 million for a combined estimated sales total of $1147.5 million, the reporting group appears to represent some 43% of this industry segment.

TABLE F1—SALES OF ELEMENTARY TEXTBOOKS AND MATERIALS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 13 PUBLISHERS

	1981		1980		PERCENT CHANGE		1981 DOLLARS PER UNIT		YOUR DATA
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	$-AVG.	AVG DOLLAR RNGE	
BOOKS									
TEXTBOOKS-HARDBOUND	133980	21542	123421	19301	8.6	11.6	6.22	5.35 TO 11.42	
TEXTBOOKS-PAPERBOUND	56965	18622	48572	17140	17.3	8.6	3.06	1.70 TO 6.50	
TEACHERS EDITIONS	6986	1418	7056	1396	-1.0	1.6	4.93	2.30 TO 10.00	
WORKBOOKS	90039	41625	94475	45199	-4.7	-7.9	2.16	1.67 TO 3.26	
OBJECTIVE TESTS	20310	4870	19030	4183	6.7	16.4	4.17	0.33 TO 15.35	
MANUALS, ETC.	4371	631	3056	518	43.0	21.8	6.93	0.68 TO 13.57	
TOTAL BOOKS	312651	88708	295610	87737	5.8	1.1	3.52	1.74 TO 7.93	
AUDIOVISUAL & OTHER MEDIA	18810	854	18794	1383	0.1	-38.3	22.03	10.14 TO 48.83	
MULTIMEDIA KITS	10667	682	8813	693	21.0	-1.6	15.64	9.16 TO 139.00	
READING KITS	7423	571	6025	513	23.2	11.3	13.00	9.14 TO 141.00	
SCIENCE KITS	73	5	193	3	-62.2	66.7	14.60		
OTHER MULTIMEDIA KITS	3171	106	2595	177	22.2	-40.1	29.92	9.26 TO 136.00	
TOTAL BOOKS & MATERIALS	342128	90244	323217	89813	5.9	0.5	3.79	1.76 TO 7.93	

TABLE F2—SALES OF HIGH SCHOOL TEXTBOOKS AND MATERIALS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 13 PUBLISHERS

	1981		1980		PERCENT CHANGE		1981 DOLLARS PER UNIT		YOUR DATA
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS	$-AVG.	AVG DOLLAR RNGE	
BOOKS									
TEXTBOOKS-HARDBOUND	99304	10854	92645	11093	7.2	-2.2	9.15	8.19 TO 11.01	
TEXTBOOKS-PAPERBOUND	13984	3131	12655	3416	10.5	-8.3	4.47	2.50 TO 11.45	
TEACHERS EDITIONS	1556	232	1577	224	-1.3	3.6	6.71	3.22 TO 10.00	
WORKBOOKS	33145	10224	31128	10349	6.5	-1.2	3.24	1.47 TO 4.75	
OBJECTIVE TESTS	1634	1270	1763	1276	-7.3	-0.5	1.49	0.43 TO 9.00	
MANUALS, ETC.	701	289	647	288	8.3	0.3	2.43	0.65 TO 8.47	
TOTAL BOOKS	150324	26001	140415	26646	7.1	-2.4	5.78	1.97 TO 9.57	
AUDIOVISUAL AND OTHER MEDIA	2853	101	2750	188	3.7	-46.3	28.25	6.16 TO 88.71	
MULTIMEDIA KITS (TOTAL)	345	11	609	98	-43.3	-88.8	31.36	17.33 TO 146.00	
READING KITS	146	1	386	90	-62.2	-98.9	146.00		
SCIENCE KITS	21	2	68	2	-69.1	0.0	10.50		
OTHER MULTIMEDIA KITS	178	8	155	6	14.8	33.3	22.25		
TOTAL BOOKS & MATERIALS	153522	26113	143774	26932	6.8	-3.0	5.88	2.04 TO 9.57	

TABLE F3—SALES OF ELEMENTARY TEXTBOOKS AND MATERIALS—BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS

	1981		1980		YOUR DATA
	TOTAL	PCT OF TOTAL	TOTAL	PCT OF TOTAL	
LANGUAGE ARTS					
READING & LITERATURE	196019	41.5	164585	38.5	
ENGLISH	46238	9.8	34749	8.1	
SPELLING	28980	6.1	28390	6.6	
HANDWRITING	1867	0.4	3276	0.8	
UNSPECIFIED	18847		20462		
TOTAL LANGUAGE ARTS	291951	57.8	251462	54.0	
SCIENCE	31548	6.2	39764	8.5	
HEALTH	8354	1.7	10593	2.3	
SOCIAL STUDIES	39189	7.8	40240	8.6	
MATHEMATICS	106313	21.0	101397	21.8	
MUSIC	11413	2.3	7208	1.5	
ART	544	0.1	47	0.0	
FOREIGN LANGUAGES	495	0.1	521	0.1	
OTHER	15459	3.1	14347	3.1	
TOTAL	505266	100.0	465579	100.0	

TABLE F4—SALES OF HIGH SCHOOL TEXTBOOKS AND MATERIALS—BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 22 PUBLISHERS

	1981		1980		YOUR DATA	
	TOTAL	PCT OF TOTAL	TOTAL	PCT OF TOTAL		
LITERATURE	17270	6.8	19227	7.8		
ENGLISH	19277	7.6	16254	6.6		
SCIENCE	43047	17.0	41493	16.9		
SOCIAL STUDIES	29540	11.7	29821	12.1		
MATHEMATICS	32098	12.7	30035	12.2		
MUSIC	40	0.0	63	0.0		
ART	31	0.0	29	0.0		
FOREIGN LANGUAGES	14383	5.7	13869	5.6		
VOCATIONAL (TOTAL)	78245	31.0	74135	30.1		
BUSINESS EDUCATION	58393	23.1	53681	21.8		
INDUSTRIAL ARTS	7241	2.9	8212	3.3		
OTHER	12611	5.0	12242	5.0		
OTHER	18601	7.4	21242	8.6		
DICTIONARIES	993	0.4	808	0.3		
UNSPECIFIED	17608	7.0	20434	8.3		
TOTAL	252532	100.0	246168	100.0		

In **Table F5a** (page 92) actual sales of reporting publishers are shown by geographical location. These sales include textbooks, audiovisual and other materials.

Publishers were asked to report two entries for California: actual direct sales, and an estimated sales equivalent for materials produced under state auspices on which royalties had been paid. Both amounts appear in the table and are included in the reported totals.

In **Table F5b** (page 93) geographical industry sales estimates are provided continuing the historical series from past years and therefore including textbooks only. The following are footnotes to this table:

(1) Figures in this column, which provide the base (100%) for the Index, represent the average for the years 1966 through 1968.

(2) Sales estimates for California are for direct sales only and no allowance has been made for state-produced materials.

(3) Includes sales to the Armed Forces.

Table F6 offers the continuation of another historical series, in which estimated industry sales are related to enrollment on a state-by-state basis.

The resulting per capita sales estimates should not be taken literally but should rather be regarded as trend indicators. Not only are all sales totals estimated, but some domestic sales by Elhi publishers are not even directed to the school market. Furthermore, enrollment figures, based on data furnished by the National Center for Education Statistics, are also partially estimated.

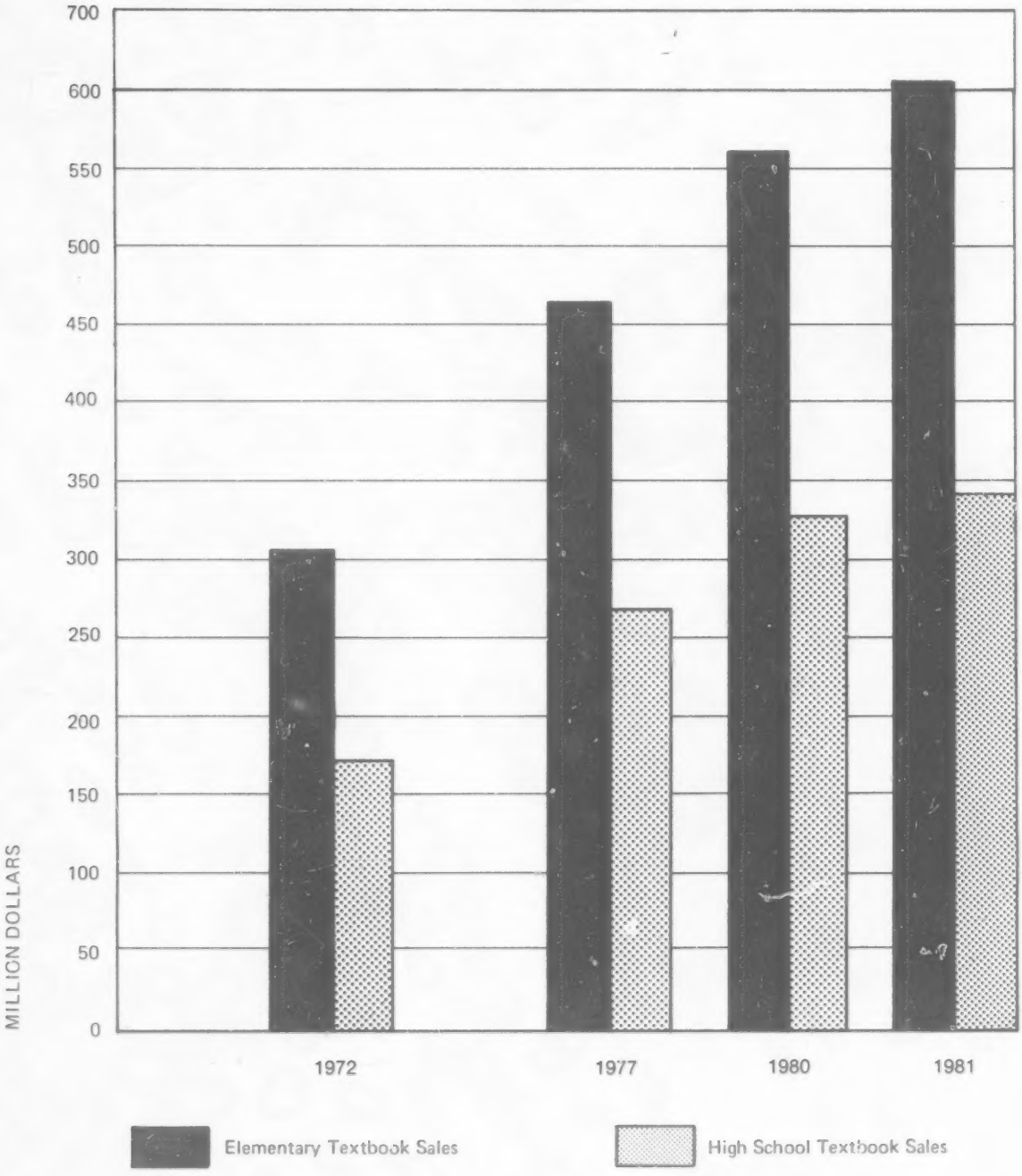

FIGURE 13—ELHI TEXTBOOK SALES 1972, 1977, 1980 and 1981

Estimated Net Sales Related To Enrollment (See Table T3)

TABLE F5a—SALES OF ELHI TEXTBOOKS AND MATERIALS—BY GEOGRAPHICAL LOCATION

ACTUAL SALES - AS REPORTED BY 20 PUBLISHERS

	ACTUAL SALES OF TEXTBOOKS AND MATERIALS								
	ELHI			ELEMENTARY			HIGH SCHOOL		
	1981	1980	PCT-CHG	1981	1980	PCT-CHG	1981	1980	PCT-CHG
ALABAMA	9048	9361	-3.3	3944	5205	-24.2	3425	2650	29.2
ALASKA	1623	1484	9.4	904	781	15.7	387	398	-2.8
ARIZONA	9551	9951	-4.0	5438	6188	-12.1	2563	2266	13.1
ARKANSAS	6450	8144	-20.8	3310	3767	-12.1	1887	3019	-37.5
CALIFORNIA									
DIRECT BOOK SALES	59338	58423	1.6	34291	32718	4.8	16446	15718	4.6
EQUIV. SLS-RIGHTS INCM	0	497	-100.0	0	370	-100.0	0	0	0.0
COLORADO	8677	7909	9.7	5211	4552	14.5	2172	1989	9.2
CONNECTICUT	9580	8912	7.5	4685	4245	10.4	2784	2654	4.9
DELAWARE	1767	1656	6.7	901	787	14.5	511	505	1.2
DIST OF COLUMBIA	2099	1668	25.8	1046	621	68.4	759	735	3.3
FLORIDA	26394	24631	7.2	13803	12060	14.5	8208	7674	7.0
GEORGIA	15825	15420	2.6	8683	7577	14.6	4467	4602	-2.9
HAWAII	3460	3397	1.9	1848	1850	-0.1	1008	942	7.0
IDAHO	2691	3098	-13.1	1366	1492	-8.4	938	1167	-19.6
ILLINOIS	40210	37813	6.3	20846	20188	3.3	11921	9477	25.8
INDIANA	19445	16783	15.9	10197	9599	6.2	7069	5549	27.4
IOWA	8797	8597	2.3	5143	4832	6.4	2373	2356	0.7
KANSAS	8314	6639	25.2	4539	3328	36.4	2146	1840	16.6
KENTUCKY	6272	10196	-38.5	3637	5348	-32.0	1499	2837	-47.2
LOUISIANA	13997	14179	-1.3	7429	7544	-1.5	4157	4262	-2.5
MAINE	3489	3212	8.6	1769	1626	8.8	1082	993	9.0
MARYLAND	10244	9651	6.1	4719	4406	7.1	3374	3250	3.8
MASSACHUSETTS	12881	13862	-7.1	6170	6604	-6.6	4182	4522	-7.5
MICHIGAN	26709	26787	-0.3	14448	14393	0.4	7417	7172	3.4
MINNESOTA	14886	12986	14.6	8520	6806	25.2	3839	3460	11.0
MISSISSIPPI	5716	5613	1.8	3339	3357	-0.5	1624	1489	9.1
MISSOURI	16888	15102	11.8	9828	8411	16.8	4566	4450	2.6
MONTANA	3408	2788	22.2	2149	1637	31.3	896	797	12.4
NEBRASKA	5143	4651	10.6	3083	2604	18.4	1407	1341	4.9
NEVADA	2344	2143	9.4	1325	1131	17.2	690	676	2.1
NEW HAMPSHIRE	2555	2450	4.3	1261	1206	4.6	812	755	7.5
NEW JERSEY	26358	24839	6.1	14024	13146	6.7	7063	6556	7.7
NEW MEXICO	5084	4807	5.8	2429	2378	2.1	1631	1311	24.4
NEW YORK	45274	41119	10.1	24730	21346	15.9	12157	11091	9.6
NORTH CAROLINA	14969	18460	-18.9	7865	11228	-30.0	5290	4960	6.7
NORTH DAKOTA	2763	2007	37.7	1597	1101	45.0	737	626	17.7
OHIO	30830	30693	0.4	15630	14382	8.7	8449	8945	-5.5
OKLAHOMA	8321	7926	5.0	4290	4179	2.7	2609	2023	29.0
OREGON	12704	11704	8.5	7077	5973	18.5	3423	3587	-4.6
PENNSYLVANIA	31407	29995	4.7	16018	14773	8.4	9027	8552	5.6
RHODE ISLAND	2514	2319	8.4	1359	1191	14.1	720	606	18.8
SOUTH CAROLINA	9047	10574	-14.4	3747	4611	-18.7	2653	3073	-13.7
SOUTH DAKOTA	2633	2347	12.2	1653	1417	16.7	690	627	10.0
TENNESSEE	10020	12459	-19.6	4229	5636	-25.0	2839	4483	-36.7
TEXAS	34508	28840	19.7	20487	12523	63.6	9147	11438	-20.0
UTAH	3354	4024	-16.7	1708	2230	-23.4	1059	1226	-13.6
VERMONT	1442	1292	11.6	749	654	14.5	390	352	10.8
VIRGINIA	16281	12026	35.4	7592	5798	30.9	6085	4094	48.6
WASHINGTON	6831	8036	-15.0	3955	4702	-15.9	1829	1887	-3.1
WEST VIRGINIA	7618	5142	48.2	4404	2459	79.1	2369	1578	50.1
WISCONSIN	15442	13661	13.0	8217	6859	19.8	4533	4011	13.0
WYOMING	2267	2031	11.6	1422	1272	11.8	509	430	18.4
TOTAL DOMESTIC U.S.	647468	622301	4.0	347014	323092	7.4	187818	181001	3.8
P.R. & OTHER U.S. POSS.	5448	5387	1.1	1516	1692	-10.4	1187	1669	-28.9
CANADA	5804	5889	-1.4	2837	3280	-13.5	1979	1716	15.3
EUROPE	3072	2069	48.5	1109	922	20.3	201	211	-4.7
OTHER FOREIGN (TOTAL)	11404	8769	30.0	8489	6201	36.4	2219	1948	13.9
NEAR & MID-EAST & AFR	1641	1163	41.1	1183	753	57.1	265	275	-3.6
LATIN AMERICA	5511	4580	20.3	4346	3585	21.2	956	788	21.3
AUSTRALASIA	4252	3026	40.5	2960	1863	58.9	998	885	12.8
FOREIGN NOT DETAILED	1761	1841	-4.3	785	855	-8.2	687	660	4.1
TOTAL FOREIGN	22041	18567	18.7	13220	11258	17.4	5085	4535	12.1
ALL SALES	674957	646254	4.4	361750	336042	7.7	194091	187205	3.7

See text and footnotes on page 90.

TABLE F5b—ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS—BY GEOGRAPHICAL LOCATION

ESTIMATED INDUSTRY SALES (TEXTBOOKS ONLY)

	ELEMENTARY		HIGH SCHOOL		ELHI				
	1981	1980	1981	1980	1981		1980		1966-68 (1)
					$	INDEX	$	INDEX	
ALABAMA	5926	7767	6376	4954	12302	259	12721	268	4751
ALASKA	1720	1485	780	798	2500	422	2283	385	593
ARIZONA	9805	11092	5360	4777	15165	413	15869	432	3675
ARKANSAS	6939	7859	2381	3773	9320	293	11632	366	3182
CALIFORNIA (2)	57491	54494	27466	26283	84957	354	80777	337	23989
COLORADO	10041	8709	4473	4085	14514	346	12794	305	4196
CONNECTICUT	8993	8124	5109	4889	14102	213	13013	197	6610
DELAWARE	1630	1416	1120	1110	2750	232	2526	213	1187
DISTRICT OF COLUMBIA	2750	1631	1331	1280	4081	209	2911	149	1956
FLORIDA	23411	20500	13450	12488	36861	340	32988	304	10837
GEORGIA	14071	12214	10097	10356	24168	287	22570	268	8428
HAWAII	3759	3740	2077	1941	5836	366	5681	356	1595
IDAHO	2256	2444	1102	1357	3358	201	3801	227	1672
ILLINOIS	39221	37785	26123	20815	65344	233	58600	209	28033
INDIANA	10629	10037	8169	6397	18798	172	16434	151	10919
IOWA	9410	8778	4199	4141	13609	175	12919	166	7769
KANSAS	8758	6435	3574	3078	12332	229	9513	176	5393
KENTUCKY	7653	11222	2320	4378	9973	150	15600	235	6631
LOUISIANA	10166	10269	6650	6870	16816	187	17139	191	8971
MAINE	3102	2872	1690	1546	4792	205	4418	189	2342
MARYLAND	9172	8628	6744	6510	15916	215	15138	205	7386
MASSACHUSETTS	11175	11901	7016	7609	18191	155	19510	166	11738
MICHIGAN	23283	23167	14308	13851	37591	185	37018	182	20373
MINNESOTA	14756	11758	6771	6067	21527	226	17825	187	9535
MISSISSIPPI	6314	6314	2566	2354	8880	175	8668	171	5072
MISSOURI	16570	14272	7725	7522	24295	213	21794	191	11427
MONTANA	3375	2704	1503	1335	4878	266	4039	220	1833
NEBRASKA	5244	4501	2485	2364	7729	217	6865	193	3558
NEVADA	2542	2167	1047	1024	3589	338	3191	300	1063
NEW HAMPSHIRE	2353	2252	1594	1483	3947	250	3735	236	1580
NEW JERSEY	25016	23578	12371	11412	37387	248	34990	232	15083
NEW MEXICO	3747	3666	2817	2248	6564	236	5914	212	2785
NEW YORK	44812	39482	26393	24037	71205	170	63519	152	41866
NORTH CAROLINA	11435	16429	13464	12595	24899	254	29024	296	9795
NORTH DAKOTA	2930	2025	1312	1107	4242	246	3132	181	1726
OHIO	27627	25253	13769	14617	41396	211	39870	203	19597
OKLAHOMA	8286	8006	7110	5478	15396	287	13484	251	5370
OREGON	6679	5743	3202	3363	9881	265	9106	244	3726
PENNSYLVANIA	28039	25866	16405	15447	44444	189	41313	175	23556
RHODE ISLAND	2638	2324	1639	1370	4277	214	3694	185	2001
SOUTH CAROLINA	15596	13161	4874	5700	20470	299	18861	275	6856
SOUTH DAKOTA	2690	2319	1487	1347	4177	238	3666	209	1756
TENNESSEE	5332	7109	5194	8270	10526	143	15379	209	7356
TEXAS	36033	23187	15553	19539	51586	215	42726	178	24011
UTAH	3220	4220	1435	1651	4655	183	5871	231	2542
VERMONT	1175	1021	707	637	1882	182	1658	161	1033
VIRGINIA	12151	9613	10154	6801	22305	238	16414	175	9354
WASHINGTON	14225	16874	5960	6202	20185	332	23076	380	6078
WEST VIRGINIA	5585	3825	3758	2502	9343	249	6327	169	3753
WISCONSIN	14939	12554	8356	7369	23295	228	19923	195	10202
WYOMING	2012	1787	994	835	3006	385	2622	336	781
TOTAL DOMESTIC U.S.	606682	564579	342560	327962	949242	228	892541	215	415521
P.R. & OTHER U.S. POSS.	3975	4436	1069	1491	5044	233	5927	274	2161
CANADA	13150	15580	11360	9793	24509	273	25373	283	8965
EUROPE	3138	2675	1543	1604	4681	306	4279	280	1528
ALL OTHER (3)	11457	8958	3680	3220	15138	210	12178	169	7192
TOTAL FOREIGN	27745	27213	16583	14617	44328	251	41830	237	17685
TOTAL OUTSIDE U.S.	31720	31649	17652	16108	49372	249	47757	241	19846
ALL SALES	638402	596228	360212	344070	998614	229	940298	216	435367

TABLE F6—GEOGRAPHICAL ANALYSIS OF ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS

THOUSANDS OF STUDENTS AND DOLLARS

	EST. INDUSTRY SALES ($)		PERCENT OF TOTAL SALES		ENROLLMENT		SALES PER CAPITA ($)		RANK IN PER CAPITA SALES	
	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980
ALABAMA	12302	12721	1.30	1.43	822	820	14.97	15.51	48	47
ALASKA	2500	2283	.26	.26	91	93	27.47	24.55	9	7
ARIZONA	15165	15869	1.60	1.78	555	547	27.32	29.01	11	1
ARKANSAS	9320	11632	.98	1.30	467	475	19.96	24.49	35	8
CALIFORNIA (2)	84957	80777	8.95	9.05	4638	4533	18.32	17.82	39	36
COLORADO	14514	12794	1.53	1.43	581	588	24.98	21.76	15	16
CONNECTICUT	14102	13013	1.49	1.46	620	657	22.75	19.81	23	27
DELAWARE	2750	2526	.29	.28	122	126	22.54	20.05	25	25
DISTRICT OF COLUMBIA	4081	2911	.43	.33	121	128	33.73	22.74	1	14
FLORIDA	36861	32988	3.88	3.70	1716	1715	21.48	19.23	27	31
GEORGIA	24168	22570	2.55	2.53	1153	1162	20.96	19.42	29	29
HAWAII	5836	5681	.61	.64	202	204	28.89	27.85	7	4
IDAHO	3358	3801	.35	.43	209	209	16.07	18.19	46	33
ILLINOIS	65344	58600	6.88	6.57	2344	2406	27.88	24.36	8	9
INDIANA	18798	16434	1.98	1.84	1156	1190	16.26	13.81	45	-
IOWA	13609	12919	1.43	1.45	590	609	22.15	21.21	26	18
KANSAS	12332	9513	1.30	1.07	449	455	27.47	20.91	10	20
KENTUCKY	9973	15600	1.05	1.75	741	748	13.46	20.86	49	21
LOUISIANA	16816	17139	1.77	1.92	944	960	17.81	17.85	42	35
MAINE	4792	4418	.50	.49	240	246	19.97	17.96	34	34
MARYLAND	15916	15138	1.68	1.70	859	888	18.53	17.05	38	42
MASSACHUSETTS	18191	19510	1.92	2.19	1163	1180	15.64	16.53	47	43
MICHIGAN	37591	37018	3.96	4.15	2078	2078	18.09	17.81	41	37
MINNESOTA	21527	17825	2.27	2.00	845	870	25.48	20.49	13	23
MISSISSIPPI	8880	8668	.94	.97	527	533	16.85	16.26	44	45
MISSOURI	24295	21794	2.56	2.44	975	1005	24.92	21.69	16	17
MONTANA	4878	4039	.51	.45	163	168	29.93	24.04	4	11
NEBRASKA	7729	6865	.81	.77	320	326	24.15	21.06	18	19
NEVADA	3589	3191	.38	.36	156	154	23.01	20.72	22	22
NEW HAMPSHIRE	3947	3735	.42	.42	188	192	20.99	19.45	28	28
NEW JERSEY	37387	34990	3.94	3.92	1480	1523	25.26	22.97	14	13
NEW MEXICO	6564	5914	.69	.66	289	295	22.71	20.05	24	26
NEW YORK	71205	63519	7.50	7.11	3454	3587	20.62	17.71	31	38
NORTH CAROLINA	24899	29024	2.62	3.25	1188	1210	20.96	23.99	30	12
NORTH DAKOTA	4242	3132	.45	.35	128	129	33.14	24.28	2	10
OHIO	41396	39870	4.36	4.47	2226	2300	18.60	17.33	37	39
OKLAHOMA	15396	13484	1.62	1.51	594	600	25.92	22.47	12	15
OREGON	9881	9106	1.04	1.02	493	494	20.04	18.43	33	32
PENNSYLVANIA	44444	41313	4.68	4.63	2315	2397	19.20	17.24	36	41
RHODE ISLAND	4277	3694	.45	.41	178	184	24.03	20.08	19	24
SOUTH CAROLINA	20470	18861	2.16	2.10	669	676	30.60	27.90	3	3
SOUTH DAKOTA	4177	3666	.44	.41	140	147	29.84	24.94	5	6
TENNESSEE	10526	15379	1.11	1.72	927	940	11.35	16.36	-	44
TEXAS	51586	42726	5.43	4.79	3052	3027	16.90	14.11	43	50
UTAH	4655	5871	.49	.66	350	339	13.30	17.32	50	40
VERMONT	1882	1658	.20	.19	104	106	18.10	15.64	40	48
VIRGINIA	22305	16414	2.35	1.84	1086	1105	20.54	14.85	32	49
WASHINGTON	20185	23076	2.13	2.59	814	823	24.80	28.04	17	2
WEST VIRGINIA	9343	6327	.98	.71	397	402	23.53	15.74	20	46
WISCONSIN	23295	19923	2.45	2.23	993	1030	23.46	19.34	21	30
WYOMING	3006	2622	.33	.28	101	100	29.76	26.22	6	5
TOTAL DOMESTIC U.S.	949242	892541	100.0	100.0	46013	46679	20.63	19.12		

Continued on page 95

TABLE F6—GEOGRAPHICAL ANALYSIS OF ESTIMATED INDUSTRY SALES OF ELHI TEXTBOOKS

(continued from page 94)

	YOUR DATA			
ALABAMA				
ALASKA				
ARIZONA				
ARKANSAS				
CALIFORNIA				
COLORADO				
CONNECTICUT				
DELAWARE				
DISTRICT OF COLUMBIA				
FLORIDA				
GEORGIA				
HAWAII				
IDAHO				
ILLINOIS				
INDIANA				
IOWA				
KANSAS				
KENTUCKY				
LOUISIANA				
MAINE				
MARYLAND				
MASSACHUSETTS				
MICHIGAN				
MINNESOTA				
MISSISSIPPI				
MISSOURI				
MONTANA				
NEBRASKA				
NEVADA				
NEW HAMPSHIRE				
NEW JERSEY				
NEW MEXICO				
NEW YORK				
NORTH CAROLINA				
NORTH DAKOTA				
OHIO				
OKLAHOMA				
OREGON				
PENNSYLVANIA				
RHODE ISLAND				
SOUTH CAROLINA				
SOUTH DAKOTA				
TENNESSEE				
TEXAS				
UTAH				
VERMONT				
VIRGINIA				
WASHINGTON				
WEST VIRGINIA				
WISCONSIN				
WYOMING				
TOTAL DOMESTIC U.S.				

TABLE F7—OPERATING DATA OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS

	ALL PUBLISHERS						YOUR DATA	
	1981			1980				
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	686069	103.3	102.1 TO 105.5	661831	103.3	101.7 TO 104.5		
RETURNS & ALLOWANCES	22142	3.3	2.1 TO 5.5	21192	3.3	1.7 TO 4.5		
NET SALES	663927	100.0	100.0 TO 100.0	640639	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	165673	25.0	23.3 TO 29.3	164192	25.6	24.3 TO 30.3		
ROYALTIES	34807	5.2	4.3 TO 6.6	35621	5.6	4.8 TO 6.6		
PLANT COSTS	36378	5.5	3.6 TO 7.1	30509	4.8	3.1 TO 6.1		
TOTAL COST OF SALES	236858	35.7	33.4 TO 41.3	230322	36.0	33.9 TO 41.3		
GROSS MARGIN ON SALES	427069	64.3	58.7 TO 66.6	410317	64.0	58.7 TO 66.1		
OTHER INCOME (TOTAL)	3678	0.6	0.1 TO 0.7	5978	0.9	0.1 TO 1.9		
GENERAL	2313	0.3	0.1 TO 0.6	4578	0.7	0.1 TO 1.6		
FROM FOREIGN SUBSIDS.	1143	0.2	0.3 TO 1.8	1095	0.2	0.4 TO 2.2		
UNSPECIFIED	222			305				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	31866	4.8	4.1 TO 6.0	30995	4.8	4.1 TO 6.7		
PRODUCTION	10590	1.6	1.1 TO 2.5	10753	1.7	1.1 TO 2.7		
MARKETING	137764	20.7	19.1 TO 26.8	121439	19.0	16.6 TO 25.5		
FULFILLMENT	51807	7.8	6.1 TO 9.3	48870	7.6	6.2 TO 9.2		
GENERAL & ADMIN.	75313	11.3	9.9 TO 15.2	71488	11.2	8.9 TO 15.7		
TOTAL PUBL. & OPERATING EXPENSE	307340	46.3	41.8 TO 61.5	283544	44.3	40.2 TO 57.8		
NET INCOME FROM OPERATIONS	123407	18.6	2.1 TO 28.2	132751	20.7	0.8 TO 25.8		

Continued on page 97

TABLE F7—OPERATING DATA OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 96)

	4 PUBLISHERS WITH NET SALES UP TO $10 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	14109	108.1	103.0 TO 114.1	14241	108.2	101.3 TO 114.5		
RETURNS & ALLOWANCES	1054	8.1	3.0 TO 14.1	1074	8.2	1.3 TO 14.5		
NET SALES	13055	100.0	100.0 TO 100.0	13167	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	3322	25.4	23.8 TO 38.5	3287	25.0	23.3 TO 35.6		
ROYALTIES	808	6.2	3.2 TO 9.6	892	6.8	3.6 TO 10.4		
PLANT COSTS	854	6.5	1.0 TO 13.0	899	6.8	1.0 TO 14.4		
TOTAL COST OF SALES	4984	38.2	34.8 TO 46.1	5078	38.6	36.3 TO 43.9		
GROSS MARGIN ON SALES	8071	61.8	53.9 TO 65.2	8089	61.4	56.1 TO 63.7		
OTHER INCOME (TOTAL)	70	0.5	0.3 TO 7.3	105	0.8	0.5 TO 1.6		
GENERAL	70	0.5	0.3 TO 7.3	105	0.8	0.5 TO 1.6		
FROM FOREIGN SUBSIDS.	0	0.0		0	0.0			
UNSPECIFIED	0			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	1135	8.7	5.4 TO 9.8	992	7.5	5.6 TO 9.6		
PRODUCTION	28	0.2		36	0.3			
MARKETING	3406	26.1	23.3 TO 26.8	2928	22.2	18.8 TO 26.0		
FULFILLMENT	831	6.4	4.8 TO 19.9	874	6.6	4.8 TO 15.0		
GENERAL & ADMIN.	2150	16.5	11.5 TO 41.5	1774	13.5	9.9 TO 27.5		
TOTAL PUBL. & OPERATING EXPENSE	7550	57.8	53.2 TO 93.1	6604	50.2	44.4 TO 75.9		
NET INCOME FROM OPERATIONS	591	4.5	3.1 TO 34.5	1590	12.1	-18.6 TO 17.5		

Continued on page 98

OPERATING DATA

Data are shown by size of publisher **(Tables F7 through F13). Table F7** is a summary table offering a composite income statement of the reporting publishers. The remaining tables detail specific expense areas.

While encouraged to furnish sales data on a calendar year basis, publishers were given the option of supplying information on a fiscal year basis. 10 publishers exercised this option. The months terminating their reporting year are listed below, together with the number of publishers for each period.

March - 1	August - 1
April - 6	November - 2

In addition to operating data, publishers were asked to report the level of royalty advances carried on their balance sheets at reporting year end. 17 publishers responded, reporting total advances of $3.8 million. As these publishers enjoy net sales of $574.0 million, the advances represent .7% of net sales.

11 publishers, with net sales of $463.8 million, reported a total reserve for returns on their Balance Sheets at year end of $6.8 million, representing 1.5% of net sales.

TABLE F7—OPERATING DATA OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 97)

	11 PUBLISHERS WITH NET SALES $10 TO $50 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	287434	103.3	101.9 TO 104.5	264095	103.2	101.2 TO 104.5		
RETURNS & ALLOWANCES	9166	3.3	1.9 TO 4.5	8122	3.2	1.2 TO 4.5		
NET SALES	278268	100.0	100.0 TO 100.0	255973	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	74723	26.9	23.7 TO 29.5	71356	27.9	25.5 TO 30.6		
ROYALTIES	15693	5.6	5.2 TO 6.5	14602	5.7	5.2 TO 6.4		
PLANT COSTS	18047	6.5	3.6 TO 8.7	13089	5.1	2.9 TO 7.0		
TOTAL COST OF SALES	108463	39.0	36.6 TO 41.9	99047	38.7	33.8 TO 42.7		
GROSS MARGIN ON SALES	169805	61.0	58.1 TO 63.4	156926	61.3	57.3 TO 66.2		
OTHER INCOME (TOTAL)	1851	0.7	0.0 TO 0.7	2730	1.1	0.1 TO 2.6		
GENERAL	1387	0.5	0.0 TO 0.5	2184	0.9	0.1 TO 2.2		
FROM FOREIGN SUBSIDS.	464	0.2		546	0.2			
UNSPECIFIED	0			0				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	13623	4.9	3.9 TO 5.8	11669	4.6	3.5 TO 5.6		
PRODUCTION	4718	1.7	1.1 TO 2.9	4284	1.7	1.1 TO 2.5		
MARKETING	65107	23.4	21.7 TO 28.1	55667	21.7	19.8 TO 27.5		
FULFILLMENT	19288	6.9	6.1 TO 8.4	17379	6.8	6.4 TO 7.5		
GENERAL & ADMIN.	31015	11.1	9.0 TO 15.3	27464	10.7	8.1 TO 16.1		
TOTAL PUBL. & OPERATING EXPENSE	133751	48.1	41.5 TO 61.9	116463	45.5	37.2 TO 57.9		
NET INCOME FROM OPERATIONS	37905	13.6	0.2 TO 28.9	43193	16.9	0.6 TO 31.4		

Continued on page 99

TABLE F7—OPERATING DATA OF ELHI PUBLISHERS—BY SIZE OF PUBLISHERS

(continued from page 98)

	$ PUBLISHERS WITH NET SALES ABOVE $50 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	384526	103.2	102.4 TO 104.8	383495	103.2	102.3 TO 104.9		
RETURNS & ALLOWANCES	11922	3.2	2.4 TO 4.8	11996	3.2	2.3 TO 4.9		
NET SALES	372604	100.0	100.0 TO 100.0	371499	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	87628	23.5	21.5 TO 24.9	89549	24.1	21.9 TO 25.2		
ROYALTIES	18306	4.9	3.9 TO 6.3	20127	5.4	4.7 TO 6.7		
PLANT COSTS	17477	4.7	4.1 TO 5.6	16521	4.4	3.6 TO 5.5		
TOTAL COST OF SALES	123411	33.1	30.9 TO 35.1	126197	34.0	32.2 TO 35.7		
GROSS MARGIN ON SALES	249193	66.9	64.9 TO 69.1	245302	66.0	64.3 TO 67.8		
OTHER INCOME (TOTAL)	1757	0.5	0.2 TO 1.1	3143	0.8	0.2 TO 2.3		
GENERAL	856	0.3	0.1 TO 0.5	2289	0.6	0.1 TO 1.7		
FROM FOREIGN SUBSIDS.	679	0.2		549	0.2			
UNSPECIFIED	222			305				
PUBLISHING & OPERATING EXPENSES								
EDITORIAL	17108	4.6	3.9 TO 5.3	18334	4.9	4.0 TO 6.3		
PRODUCTION	5844	1.6	1.1 TO 2.2	6433	1.7	1.1 TO 2.7		
MARKETING	69251	18.6	16.7 TO 21.5	62844	16.9	15.9 TO 18.7		
FULFILLMENT	31688	8.5	7.1 TO 10.9	30617	8.2	6.9 TO 9.6		
GENERAL & ADMIN.	42148	11.3	10.1 TO 13.8	42250	11.4	9.6 TO 14.1		
TOTAL PUBL. & OPERATING EXPENSE	166039	44.6	39.9 TO 51.9	160477	43.2	39.1 TO 48.3		
NET INCOME FROM OPERATIONS	84911	22.8	16.4 TO 27.6	87968	23.7	19.2 TO 27.5		

TABLE 7A—OPERATING DATA OF ELEMENTARY PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 8 PUBLISHERS

	ALL PUBLISHERS							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	248012	102.7	102.0 TO 103.9	226869	102.9	101.9 TO 104.0		
RETURNS & ALLOWANCES	6428	2.7	2.0 TO 3.9	6437	2.9	1.9 TO 4.0		
NET SALES	241584	100.0	100.0 TO 100.0	220432	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	58321	24.1	23.2 TO 27.9	54112	24.5	24.1 TO 28.8		
ROYALTIES	10149	4.2	3.0 TO 6.3	10197	4.6	4.4 TO 6.0		
PLANT COSTS	13486	5.6	4.2 TO 8.2	10115	4.6	4.8 TO 5.7		
TOTAL COST OF SALES	81956	33.9	30.9 TO 41.3	74424	33.8	31.2 TO 39.8		
GROSS MARGIN ON SALES	159628	66.1	58.7 TO 69.1	146008	66.2	60.2 TO 68.8		
OTHER INCOME (TOTAL)	1486	0.6	0.1 TO 0.5	2019	0.9	0.0 TO 1.9		
GENERAL	1297	0.6	0.0 TO 0.5	1751	0.9	0.0 TO 2.5		
FROM FOREIGN SUBSIDS.	30	0.0		42	0.0			
UNSPECIFIED	159			226				
TOTAL PUBL. & OPERATING EXPENSE	111941	46.3	42.9 TO 62.5	100375	45.5	43.2 TO 56.1		
NET INCOME FROM OPERATIONS	49173	20.4	0.5 TO 29.3	47652	21.6	4.4 TO 27.3		

Continued on page 100

TABLE 7A—OPERATING DATA OF ELEMENTARY PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 99)

	5 PUBLISHERS WITH NET SALES $10 TO $50 MILLION						
	1981			1980			YOUR DATA
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES		
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE	
GROSS SALES	79428	102.9	101.7 TO 104.5	60477	103.2	100.9 TO 104.7	
RETURNS & ALLOWANCES	2230	2.9	1.7 TO 4.5	1894	3.2	0.9 TO 4.7	
NET SALES	77198	100.0	100.0 TO 100.0	58583	100.0	100.0 TO 100.0	
COST OF SALES							
PAPER, PRINTING, BINDING & DUPL. COSTS	20611	26.7	25.1 TO 29.0	16269	27.8	24.9 TO 31.0	
ROYALTIES	4575	5.9	4.1 TO 7.6	3547	6.1	5.5 TO 6.3	
PLANT COSTS	6634	8.6	5.5 TO 11.9	3304	5.6	4.9 TO 7.1	
TOTAL COST OF SALES	31820	41.2	36.7 TO 46.0	23120	39.5	33.8 TO 43.3	
GROSS MARGIN ON SALES	45378	58.8	54.0 TO 63.3	35463	60.5	56.7 TO 66.2	
OTHER INCOME (TOTAL)	927	1.2	-0.0 TO 3.9	550	0.9	0.0 TO 3.7	
GENERAL	897	1.2	-0.0 TO 3.7	508	0.9	0.0 TO 3.4	
FROM FOREIGN SUBSIDS.	30	0.0		42	0.1		
UNSPECIFIED	0			0			
TOTAL PUBL. & OPERATING EXPENSE	41271	53.5	45.0 TO 64.0	29972	51.2	44.8 TO 117.5	
NET INCOME FROM OPERATIONS	5034	6.5	-12.9 TO 26.7	6041	10.3	-54.2 TO 17.8	

	3 PUBLISHERS WITH NET SALES ABOVE $50 MILLION						
	1981			1980			YOUR DATA
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES		
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE	
GROSS SALES	168584	102.6	102.2 TO 102.7	166392	102.8	102.2 TO 103.4	
RETURNS & ALLOWANCES	4198	2.6	2.2 TO 2.7	4543	2.8	2.2 TO 3.4	
NET SALES	164386	100.0	100.0 TO 100.0	161849	100.0	100.0 TO 100.0	
COST OF SALES							
PAPER, PRINTING, BINDING & DUPL. COSTS	37710	22.9	20.8 TO 25.6	37843	23.4	21.2 TO 24.8	
ROYALTIES	5574	3.4	2.9 TO 4.1	6650	4.1	3.6 TO 4.5	
PLANT COSTS	6852	4.2	3.1 TO 5.9	6811	4.2	3.2 TO 4.8	
TOTAL COST OF SALES	50136	30.5	27.3 TO 35.5	51304	31.7	30.5 TO 34.1	
GROSS MARGIN ON SALES	114250	69.5	64.5 TO 72.7	110545	68.3	65.9 TO 69.5	
OTHER INCOME (TOTAL)	559	0.3	0.2 TO 0.5	1469	0.9	0.2 TO 1.9	
GENERAL	400	0.3		1243	0.9		
FROM FOREIGN SUBSIDS.	0	0.0		0	0.0		
UNSPECIFIED	159			226			
TOTAL PUBL. & OPERATING EXPENSE	70670	43.0	37.6 TO 47.8	70403	43.5	39.6 TO 46.2	
NET INCOME FROM OPERATIONS	44139	26.9	18.6 TO 33.2	41611	25.7	21.0 TO 31.2	

TABLE 7B—OPERATING DATA OF HIGH SCHOOL PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 7 PUBLISHERS

	ALL PUBLISHERS							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	97126	102.8	102.2 TO 104.1	95839	102.8	102.2 TO 104.1		
RETURNS & ALLOWANCES	2664	2.8	2.2 TO 4.1	2623	2.8	2.2 TO 4.1		
NET SALES	94462	100.0	100.0 TO 100.0	93216	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	24746	26.2	24.8 TO 28.5	24643	26.4	24.8 TO 29.0		
ROYALTIES	5900	6.2	5.5 TO 6.9	6107	6.6	5.8 TO 6.8		
PLANT COSTS	5378	5.7	3.2 TO 15.1	3688	4.0	3.0 TO 7.6		
TOTAL COST OF SALES	36024	38.1	34.9 TO 50.1	34438	36.9	35.9 TO 43.1		
GROSS MARGIN ON SALES	58438	61.9	49.9 TO 65.1	58778	63.1	56.9 TO 64.1		
OTHER INCOME (TOTAL)	282	0.3	0.2 TO 2.2	231	0.2	0.0 TO 1.5		
GENERAL	216	0.3	0.1 TO 3.7	146	0.2	0.0 TO 2.3		
FROM FOREIGN SUBSIDS.	3	0.0		6	0.0			
UNSPECIFIED	63			79				
TOTAL PUBL. & OPERATING EXPENSE	44326	46.9	41.9 TO 64.3	41893	44.9	42.5 TO 57.3		
NET INCOME FROM OPERATIONS	14394	15.2	-6.6 TO 25.0	17116	18.4	3.7 TO 26.5		

	4 PUBLISHERS WITH NET SALES $10 TO $50 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	35730	103.3	102.2 TO 104.7	32746	103.3	102.1 TO 105.0		
RETURNS & ALLOWANCES	1153	3.3	2.2 TO 4.7	1059	3.3	2.1 TO 5.0		
NET SALES	34577	100.0	100.0 TO 100.0	31687	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	9457	27.4	25.1 TO 29.3	8716	27.5	25.0 TO 32.1		
ROYALTIES	2031	5.9	5.4 TO 8.2	1827	5.8	5.3 TO 6.4		
PLANT COSTS	2331	6.7	5.4 TO 13.1	1644	5.2	4.9 TO 7.1		
TOTAL COST OF SALES	13819	40.0	37.4 TO 48.1	12187	38.5	36.7 TO 44.7		
GROSS MARGIN ON SALES	20758	60.0	51.9 TO 62.6	19500	61.5	55.3 TO 63.3		
OTHER INCOME (TOTAL)	125	0.4	0.0 TO 7.3	80	0.3	0.0 TO 4.9		
GENERAL	122	0.4	0.0 TO 7.0	74	0.2	0.0 TO 4.5		
FROM FOREIGN SUBSIDS	3	0.0		6	0.0			
UNSPECIFIED	0			0				
TOTAL PUBL. & OPERATING EXPENSE	16579	47.9	43.4 TO 62.9	14767	46.6	43.7 TO 55.3		
NET INCOME FROM OPERATIONS	4304	12.4	-6.6 TO 19.3	4813	15.2	3.7 TO 19.7		

Continued on page 102

TABLE 7B—OPERATING DATA OF HIGH SCHOOL PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 101)

	3 PUBLISHERS WITH NET SALES ABOVE $50 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	61396	102.5	102.2 TO 102.7	63093	102.5	102.2 TO 103.3		
RETURNS & ALLOWANCES	1511	2.5	2.2 TO 2.7	1564	2.5	2.2 TO 3.3		
NET SALES	59885	100.0	100.0 TO 100.0	61529	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	15289	25.5	24.8 TO 27.6	15927	25.9	24.8 TO 26.6		
ROYALTIES	3869	6.5	6.2 TO 6.9	4280	7.0	6.8 TO 9.0		
PLANT COSTS	3047	5.1	3.2 TO 17.7	2044	3.3	2.8 TO 8.1		
TOTAL COST OF SALES	22205	37.1	34.9 TO 51.5	22251	36.2	34.4 TO 43.1		
GROSS MARGIN ON SALES	37680	62.9	48.5 TO 65.1	39278	63.8	56.9 TO 65.6		
OTHER INCOME (TOTAL)	157	0.3	0.2 TO 0.5	151	0.2	0.0 TO 0.3		
GENERAL	94	0.3		72	0.2			
FROM FOREIGN SUBSIDS.	0	0.0		0	0.0			
UNSPECIFIED	63			79				
TOTAL PUBL. & OPERATING EXPENSE	27747	46.3	39.1 TO 74.9	27126	44.1	35.7 TO 90.7		
NET INCOME FROM OPERATIONS	10090	16.8	-26.0 TO 26.2	12303	20.0	-33.7 TO 28.2		

TABLE F8—INVENTORY DATA OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS
WITH TOTAL NET SALES OF $667,274,000

	ALL PUBLISHERS		NET SALES UP TO $10 MILLION		12 PUBLISHERS NET SALES $10-$50 MILLION		5 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
BEGINNING INVENTORY	184094	30.6			87558	31.4	94997	29.8		
PURCHASES	175328	29.1			98050	35.2	75917	23.8		
COST OF FREE COPIES	24985	4.1			12512	4.5	12380	3.9		
WRITE DOWNS	4870	0.8			2436	0.9	2434	0.8		
ENDING INVENTORY AFTER WRITE DOWNS	178700	29.7			94709	34.0	82326	25.8		
PAPER, PRINTING, BINDING & DUPL. COST OF PRODUCTS SOLD, INCLUDING WRITEDOWNS	155737	25.8			78387	28.1	76208	23.9		

The 18 publishers participating in **Table F8** reported a December 31, 1981 inventory of $155.7 million (25.8% of net sales).

Based on the data in **Table F8,** the inventory turnover of all reporting publishers is 0.9; that of publishers with sales up to $10 million was suppressed to prevent disclosure; that of publishers with sales from $10 to $50 million is 0.9 and that of publishers with sales above $50 million is 0.9.

Table F9, details Cash Plant Expenditures. Since plant costs in Table F7 are reported on an accrual basis and subject, therefore, to varying treatment (amortization, write-off, inventory inclusion, etc.) depending on individual publisher's policies, valid comparison of a given publisher's experience with the composite figure becomes difficult. However, by reporting plant expenditures on a cash basis (i.e. actual monies spent during the year not related to books sold or to amortization of amounts previously expended) all reporting companies are, at least, placed on the same footing. By relating the expenditures to these publishers' net sales, a yardstick for comparison is established, even though no true (i.e. accrual) relationship exists between the cash amounts spent and the sales consummated during the year.

To provide an added perspective on the accrual figure reported in Table F7, however, publishers were asked to report their method of treating plant costs. A summary of these responses appears below.

While the publishers reporting treatment policies are not wholly identical to those reporting accrued plant costs in Table F7, there is sufficient similarity and overlap to make the two groups comparable.

Treatment of Plant Cost	Number of Publishers	Net Sales For Group	Cash Plant Expenditures For Group
Amortized (3-7 years; average 5 years)	15	$606.3 million	$43.2 million
Written off as incurred	6	$113.3 million	$12.8 million

15 publishers with net sales of $593.9 million reported carrying $83.1 million in unamortized plant costs on their year-end balance sheets. $14.3 million involved unpublished, and $33.4 published titles, $35.4 million were reported unspecified.

TABLE F9—CASH PLANT EXPENDITURES OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS
WITH TOTAL NET SALES OF $544,073,000

	ALL PUBLISHERS		NET SALES UP TO $10 MILLION		8 PUBLISHERS NET SALES $10-$50 MILLION		4 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
ARTWORK (OUTSIDE)	6828	1.3			2708	1.2	3924	1.2		
COMPOSITION	9006	1.7			3906	1.8	4823	1.5		
NEGATIVES AND PLATES	15977	2.9			8329	3.8	7305	2.3		
OTHER	4960	0.9			2676	1.2	2268	0.7		
TOTAL CASH PLANT EXPENDITURES	36772	6.8			17619	8.1	18319	5.7		

TABLE F10—EDITORIAL AND PRODUCTION EXPENSE OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 23 PUBLISHERS
WITH TOTAL NET SALES OF $752,460,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		13 PUBLISHERS NET SALES $10-$50 MILLION		6 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
EDITORIAL EXPENSE										
SALARIES	27284	3.6	891	6.8	11640	3.8	14753	3.4		
OUTSIDE EDITORIAL EXP	4526	0.6	183	1.4	2518	0.8	1824	0.4		
TRAVEL & ENTERTAINMNT	1555	0.2	66	0.5	626	0.2	863	0.2		
OTHER	2992	0.4	-6	-0.0	954	0.3	2044	0.5		
TOTAL EDITORIAL EXPENSE	36357	4.8	1135	8.7	15738	5.2	19484	4.5		

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS
WITH TOTAL NET SALES OF $734,945,000

	ALL PUBLISHERS		NET SALES UP TO $10 MILLION		12 PUBLISHERS NET SALES $10-$50 MILLION		6 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
PRODUCTION EXPENSE										
SALARIES	8328	1.1			4172	1.4	4131	0.9		
OUTSIDE PRODUCTION EXPENSE	2662	0.4			997	0.3	1666	0.4		
OTHER	750	0.1			485	0.2	262	0.1		
TOTAL PRODUCTION EXPENSE	11741	1.6			5654	1.9	6059	1.4		

TABLE F11—MARKETING EXPENSE OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 23 PUBLISHERS
WITH TOTAL NET SALES OF $752,460,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		13 PUBLISHERS NET SALES $10-$50 MILLION		6 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SELLING EXPENSE										
SALESMEN'S SALARIES & COMMISSIONS	43566	5.8	790	6.0	22429	7.4	20348	4.7		
SALESMEN'S TRAVEL & ENTERTAINMENT	17194	2.3	283	2.2	9717	3.2	7194	1.7		
STAFF CONSULTANTS' SAL. & COMMISSIONS	4780	0.6	12	0.1	1059	0.3	3709	0.9		
STAFF CONSULTANTS' TRAVEL & ENTERTMNT	2837	0.4	10	0.1	647	0.2	2180	0.5		
OUTSIDE CONSULTANTS' EXPENSE	814	0.1	32	0.2	434	0.1	348	0.1		
DEPARTMENTAL MANAGERS SALARIES	8862	1.2	230	1.8	4134	1.4	4498	1.0		
DEPARTMENTAL CLERICAL SALARIES	4469	0.6	111	0.8	2089	0.7	2269	0.5		
DEPARTMENTAL TRAVEL & ENTERTAINMENT	3660	0.5	125	1.0	1546	0.5	1989	0.5		
OTHER	7401	1.0	272	2.1	3937	1.3	3191	0.7		
TOTAL SELLING EXPENSE	93583	12.4	1864	14.3	45993	15.1	45726	10.5		
PROMOTION EXPENSE										
DEPARTMENTAL SALARIES	5846	0.8	91	0.7	2249	0.7	3505	0.8		
SPACE ADVERTISING	3707	0.5	76	0.6	2857	0.9	774	0.2		
CATALOGS, DIRECT MAIL & SELLING MATER'LS	13315	1.8	563	4.3	6292	2.1	6460	1.5		
FREE COPIES (TOTAL)	34958	4.6	603	4.6	13987	4.6	20368	4.7		
COST OF FREE COPIES	23852	4.0	497	3.8	9399	4.1	13956	3.9		
POSTAGE	4188	0.7	107	0.8	1120	0.5	2962	0.8		
UNSPECIFIED	116		116		0		0			
EXHIBITS	2855	0.4	68	0.5	1180	0.4	1607	0.4		
OTHER	5367	0.8	25	0.2	2375	0.8	3467	0.8		
UNSPECIFIED	6918		0		3468		3449			
TOTAL PROMOTION EXPENSE	66664	8.9	1542	11.8	28941	9.5	36181	8.3		
TOTAL MARKETING EXPENSE	160246	21.3	3406	26.1	74934	24.6	81906	18.8		

TABLE F12—FULFILLMENT EXPENSE OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

REPORTED BY 14 PUBLISHERS WITH TOTAL NET SALES OF $551,363,000 USING INTERNAL FACILITIES	10 PUBLISHERS NET SALES $10-$50 MILLION		4 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES		
ORDER PROCESSING AND CUSTOMER SERVICE						
SALARIES (TOTAL)	2919	1.3	5715	1.8		
ACC'TS RECEIVABLE & CREDIT CONTRL	630	0.3	1115	0.4		
ORDER PROC. & CUST SERVICE SALARIES	1774	0.8	3749	1.2		
OTHER	254	0.1	850	0.3		
UNSPECIFIED	259		0			
EDP/SYSTEMS EXPENSE	990	0.4	2701	0.9		
OTHER (INC. EQUIPMENT AND SUPPLIES)	248	0.1	794	0.3		
UNSPECIFIED	205		586			
TOTAL ORDER PROCESSING	4362	1.9	9796	3.0		
SHIPPING & WAREHOUSING						
SALARIES	4644	2.0	6009	1.9		
OCCUPANCY	1984	0.9	3340	1.1		
EQUIPMENT & SUPPLIES	1222	0.5	1415	0.4		
TRANSPORTATION CHRGES	2205	1.0	1479	0.5		
OTHER	136	0.1	578	0.2		
TOTAL SHIPPING AND WAREHOUSING	10190	4.4	12820	4.1		
DEPOSITORY EXPENSE	2729	1.2	4015	1.3		
TOTAL FULFILLMENT EXP OF PUBLISHERS UTILIZING INTERNAL FACILITIES	17280	7.5	26631	8.4		

TABLE F13—GENERAL AND ADMINISTRATIVE EXPENSE OF ELHI PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 19 PUBLISHERS
WITH TOTAL NET SALES OF $657,576,000

	ALL PUBLISHERS		3 PUBLISHERS NET SALES UP TO $10 MILLION		11 PUBLISHERS NET SALES $10-$50 MILLION		5 PUBLISHERS NET SALES ABOVE $50 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
MANAGEMENT SALARIES	5677	0.9	464	4.0	2792	1.0	2421	0.6		
ACCOUNTING SALARIES	4163	0.6	47	0.4	1671	0.6	2445	0.7		
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	5619	0.9	38	0.3	1777	0.6	3804	1.0		
GENERAL TRAVEL & ENT.	1212	0.2	53	0.5	469	0.2	689	0.2		
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOC.)	3870	0.6	75	0.6	1424	0.5	2370	0.6		
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	10423	1.6	282	2.4	4276	1.6	5865	1.6		
EMPLOYEE BENEFITS (TOTL)	26850	4.1	331	2.9	10004	3.7	16515	4.4		
PENSIONS	4553	0.8	120	1.0	2228	0.8	2205	0.7		
DEFERRED PROFIT SHAR.	4723	0.8	0	0.0	1441	0.5	3282	1.1		
HOSPITAL & GROUP INS.	5995	1.0	52	0.4	2248	0.9	3695	1.2		
PAYROLL TAXES	7813	1.3	159	1.4	3464	1.3	4190	1.4		
OTHER	3208	0.5	0	0.0	389	0.1	2819	0.8		
UNSPECIFIED	558		0		235		324			
TAXES (EXCEPT PAYROLL & INCOME TAXES)	1669	0.3	24	0.2	821	0.3	823	0.2		
PERSONAL PROPERTY TAX	1008	0.2	15	0.2	649	0.2	344	0.1		
ALL OTHER TAXES	655	0.1	3	0.0	172	0.1	480	0.1		
UNSPECIFIED	7		7		0		0			
OTHER (TOTAL)	14029	2.1	855	5.7	6159	2.3	7214	1.9		
AUDIT FEES	303	0.1	33	0.3	173	0.1	97	0.0		
OTHER PROF. FEES	392	0.1	17	0.2	198	0.1	178	0.1		
TELEPHONE & TELEGRAPH	3411	0.6	116	1.1	1428	0.5	1866	0.7		
MISCELLANEOUS	7669	1.4	454	4.1	4280	1.6	2935	1.1		
UNSPECIFIED	2253		35		79		2139			
TOTAL GENERAL AND ADMINISTRATIVE EXP.	73511	11.2	1968	17.0	29394	10.8	42148	11.3		

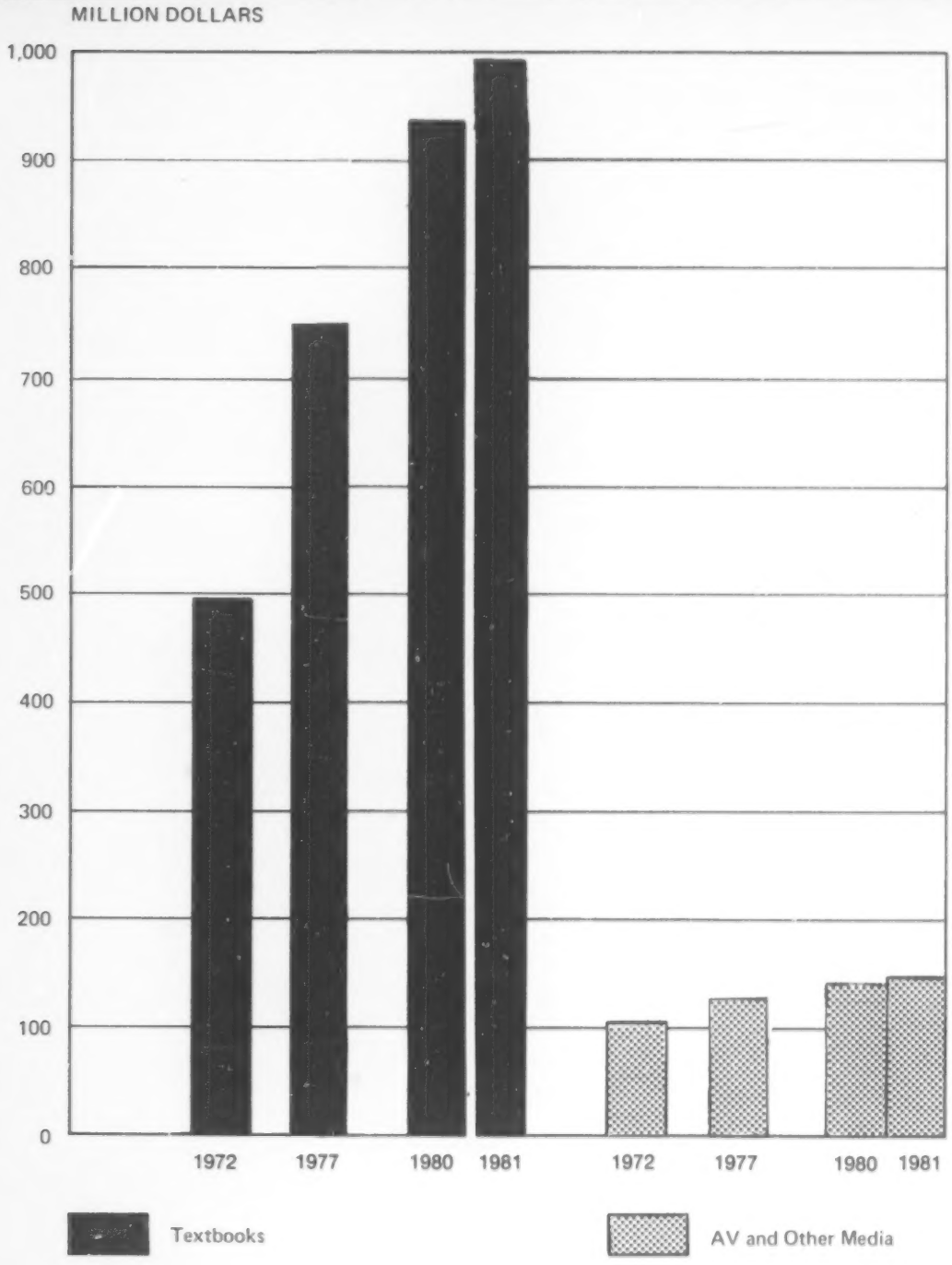

FIGURE 14—SALES OF ELHI TEXTBOOKS AND MATERIALS 1972, 1977, 1980 and 1981

Estimated Totals (See Tables S1 and T1)

TABLE F14—BILLINGS AND RECEIVABLES OF ELHI PUBLISHERS

	REPLIES	AMOUNT
NUMBER OF INVOICES ANNUALLY (000)	13	1399
AVERAGE INV. VALUE		279.09
NUMBER OF CREDIT MEMOS ANNUALLY (000)	13	116
ACCOUNTS RECEIVABLE (AT CAL. YR-END-$000)	14	63516
PERCENT OF NET SALES		15.8
ACCOUNTS RECE. - AGED TOTAL ($000)	12	55949
PCT. CURRENT		37.6
PCT. 1-60 DAYS		28.0
PCT. 61-180 DAYS		24.4
PCT. 181 DAYS OR MORE		10.0
BAD DEBT RESERVE ($000)	13	1564
PCT. OF NET SALES		0.4
PCT. OF RECEIVABLES		4.8
BAD DEBT LOSSES ($000)	14	646
PCT. OF NET SALES		0.2
PCT. OF RECEIVABLES		1.0
AVERAGE COLLECTION PERIOD (DAYS)	13	51
RANGE (DAYS)		29-71

TABLE F15—EMPLOYEE DATA OF ELHI PUBLISHERS

AS REPORTED BY 17 PUBLISHERS
EMPLOYING TOTAL STAFF OF 4,285
(NET SALES PER EMPLOYEE - $118,961)

	PERCENT OF TOTAL	
	AVERAGE	MID-RANGE
EDITORIAL	21.8	15.4 TO 27.2
PRODUCTION	6.7	3.0 TO 13.3
MARKETING (TOTAL)	40.4	33.0 TO 46.2
SALESMEN	23.9	18.2 TO 30.0
CONSULTANTS	3.4	3.8 TO 6.2
SALES MANAGEMENT	4.2	2.8 TO 6.0
SALES-CLERICAL	5.5	4.2 TO 10.9
PROMOTION	3.5	1.1 TO 4.9
FULFILLMENT (TOTAL)	19.7	15.6 TO 30.8
ORDER PROCESSING	8.5	6.3 TO 12.7
SHIPPING & WAREHOUS'G	11.2	8.6 TO 17.8
ADMINISTRATIVE MANAGEMNT	2.5	1.7 TO 5.1
GENERAL OFFICE	7.8	3.7 TO 11.7
OTHER	1.2	0.7 TO 3.8
EMPLOYEES PER $100,000 SALES	0.8	0.3 TO 4.0

TABLE F16—SELECTED BALANCE SHEET DATA

REPORTED BY 13 PUBLISHERS - WITH TOTAL NET SALES
OF $412,532,000

	PERCENT OF NET SALES	
	AVERAGE	MID-RANGE
NET ASSETS	54.4	44.3 TO 60.7
RECEIVABLES	13.9	11.6 TO 15.6
INVENTORIES	31.6	27.2 TO 33.6
PREPAID EXPENSES	0.8	0.2 TO 1.4
ROYALTY ADVANCES	0.7	0.4 TO 1.2
DEFERRED PLANT COSTS	7.4	1.5 TO 12.7

Please refer to the GENERAL INSTRUCTIONS AND DEFINITIONS, and the specific instructions and definitions for this divisional survey in QUESTIONNAIRE FORM G [available on request from the AAP Office,] to insure the correct interpretation of this Report. Furthermore, the methodology used in gathering and reporting data, which is discussed in the INTRODUCTION [pages 14 and 15] should be reviewed for a full understanding of the tables and text.

Throughout this Report, College refers to Grades 13 and up, therefore embracing graduate and post-graduate programs in institutions of higher learning along with four and two-year colleges.

17 College textbook and materials publishers reported total 1981 net sales of $541.6 million to the Survey. As the College publishing industry enjoys total estimated book sales of $1074.7 million, as reported in Table S1, and audiovisual and related materials sales of $6.7 million for a combined estimated sales total of $1081.4 million, the reporting group appears to represent some 50% of this industry segment.*

Table G1A—ESTIMATED INDUSTRY SALES OF COLLEGE TEXTBOOKS AND MATERIALS

MILLIONS OF DOLLARS

	1980			1981		
	$	PCT CHG FROM 77	PCT CHG FROM 72	$	PCT CHG FROM 80	PCT CHG FROM 72
TEXTBOOKS	668	2.8	78.1	745	11.5	98.7
AV AND OTHER MEDIA	9	-25.0	0.0	7	-22.2	-22.2
TOTAL	677	2.3	76.3	752	11.1	48.9

Table G1A represents actual total domestic and international sales of 40 college textbook publishers surveyed by Touche Ross. These firms are listed in Appendix A. In the opinion of the AAP College Division, these firms represent a substantial majority of college publishers, and an even larger majority of major firms. The Department of Commerce figures of $1,074,650 reported in Table S-1 cannot be reconciled at this time with the survey made by the college publishers.

*See Footnote To Table S1, Page 16

TABLE G2—SALES OF COLLEGE TEXTBOOKS AND MATERIALS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 17 PUBLISHERS

	GROSS SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	638714	61190	564182	61303	13.2	-0.2				
AV AND OTHER MEDIA	1872	374	3475	547	-46.1	-31.6				
TOTAL	640586	61564	567657	61850	12.8	-0.5				

	RETURNS									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	98701	9546	87476	9113	12.8	4.8				
AV AND OTHER MEDIA	251	48	633	101	-60.3	-52.5				
TOTAL	98952	9594	88109	9214	12.3	4.1				

	NET SALES									
	1981		1980		PERCENT CHANGE		YOUR DATA			
	$	UNITS	$	UNITS	$	UNITS				
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	540013	51644	476706	52190	13.3	-1.0				
AV AND OTHER MEDIA	1621	326	2842	446	-43.0	-26.9				
TOTAL	541634	51970	479548	52636	12.9	-1.3				

	1981 PERCENT RETURNS TO GROSS									
	DOLLARS		UNITS		YOUR DATA					
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE						
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	15.5	13.2 TO 18.9	15.6	12.8 TO 20.3						
AV AND OTHER MEDIA	13.4	12.8 TO 22.4	12.8	14.0 TO 41.9						
TOTAL	15.4	13.2 TO 18.9	15.6	12.8 TO 20.3						

	1980 PERCENT RETURNS TO GROSS									
	DOLLARS		UNITS		YOUR DATA					
	AVERAGE	MID-RANGE	AVERAGE	MID-RANGE						
BOOKS, TESTS, REPRINTS, PAMPHLETS AND MANUALS	15.5	14.1 TO 18.4	14.9	13.6 TO 20.1						
AV AND OTHER MEDIA	18.2	15.7 TO 25.2	18.5	15.5 TO 27.4						
TOTAL	15.5	14.3 TO 18.4	14.9	13.6 TO 20.1						

TABLE G3—NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS—BY PRODUCT CATEGORY

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 18 PUBLISHERS

	1981		1980		1979		YOUR DATA		
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS			
TEXTBOOKS	498402	48886	440089	48550	385135	46795			
AUDIOVISUAL & OTHER MEDIA	1006	126	2418	133	2517	165			
TOTAL BOOKS & MATERIALS	499408	49012	442507	48683	387652	46960			

	1978		PERCENT CHANGE 1980-1981		PERCENT CHANGE 1978-1981		YOUR DATA		
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS			
TEXTBOOKS	343298	45653	13.3	0.7	45.2	7.1			
AUDIOVISUAL & OTHER MEDIA	2898	264	-58.4	-5.3	-65.3	-52.3			
TOTAL BOOKS & MATERIALS	343196	45917	12.9	0.7	45.5	6.7			

	1981 DOLLARS PER UNIT		1980 DOLLARS PER UNIT	
	$-AVG.	AVG $ MID-RANGE	$-AVG.	AVG $ MID-RANGE
TEXTBOOKS	10.20	7.68 TO 11.38	9.06	7.12 TO 11.00
AUDIOVISUAL & OTHER MEDIA	7.98	7.01 TO 31.50	18.18	11.33 TO 33.00
TOTAL BOOKS & MATERIALS	10.19	7.76 TO 11.67	9.09	7.14 TO 9.90

	1979 DOLLARS PER UNIT		1978 DOLLARS PER UNIT	
	$-AVG.	AVG $ MID-RANGE	$-AVG.	AVG $ MID-RANGE
TEXTBOOKS	8.23	6.24 TO 9.45	7.52	6.27 TO 8.86
AUDIOVISUAL & OTHER MEDIA	15.25	11.19 TO 40.21	10.98	6.38 TO 33.33
TOTAL BOOKS & MATERIALS	8.25	6.26 TO 9.33	7.47	6.03 TO 8.92

TABLE G4—ESTIMATED DOMESTIC SALES OF BOOKS AND MATERIALS IN THE COLLEGE MARKET

MILLIONS OF DOLLARS

	1972		1977		1980		1981	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
COLLEGE TEXTBOOKS*	319	59.1	499	57.7	706	58.7	798	59.0
ELHI TEXTBOOKS	12	2.2	32	3.7	40	3.3	43	3.2
TRADEBOOKS	84	15.5	123	14.2	158	13.2	176	13.0
PROFESSIONAL BOOKS*	69	12.8	131	15.1	196	16.3	224	16.6
UNIVERSITY PRESS BOOKS	15	2.8	20	2.3	26	2.2	28	2.1
MASS MARKET PAPERBACKS	19	3.5	29	3.4	38	3.2	43	3.2
OTHER BOOKS, TESTS, MAPS, ETC.	7	1.3	12	1.4	15	1.3	17	1.3
AV AND OTHER MEDIA	15	2.8	19	2.2	21	1.8	21	1.6
TOTAL*	540	100.0	865	100.0	1200	100.0	1350	100.0

In **Table G-4** estimates are presented for **all** books - general and mass market paperback, as well as textbooks - along with AV and related materials, maps and tests sold in the domestic College market. "Total Market" therefore represents the collective level of these sales in the 50 United States and District of Columbia.

The estimates are based on U.S. Census data (see Table S1 on page 16),* on market reports received from publishers (such as in table A3 on page 27, Table B3 on page 52, Table C2 on page 68, and Table G5 below,) as well as on sales breakdowns reported by wholesalers and jobbers.

Sales include those to college libraries.

***See Footnote To Table S1, Page 16**

TABLE G5—DOMESTIC NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS—BY MARKET CATEGORY

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS

	1980		1981			YOUR DATA		
	$	PCT OF TOTAL	$	PCT CHG FROM 80	PCT OF TOTAL			
DOMESTIC SALES								
BOOKSTORES (TOTAL)	3473`3	72.8	387482	11.5	72.8			
COLLEGE	308487	67.4	355721	15.3	67.3			
OTHER	24593	5.4	29031	18.0	5.5			
UNSPECIFIED	14293		2730					
WHOLESALERS & JOBBERS	10812	2.3	11874	9.8	2.2			
LIBRARIES AND INSTITUTIONS (TOTAL)	54440	11.4	59813	9.9	11.2			
COLLEGES & UNIV.	39446	9.2	44117	11.8	9.2			
SCHOOLS	7003	1.6	8760	25.1	1.8			
PUBLIC LIBRARIES	1628	0.4	764	-53.1	0.2			
OTHER	854	0.2	512	-40.0	0.1			
UNSPECIFIED	5509	1.2	5660	2.7	1.1			
GOVERNMENT	856	0.2	1042	21.7	0.2			
INDUSTRY	4231	0.9	4965	17.3	0.9			
DIRECT TO CONSUMER	12554	2.6	13346	6.3	2.5			
OTHER	2147	0.5	2215	3.2	0.4			
TOTAL DOMESTIC SALES	432413	90.6	480737	11.2	90.3			
FOREIGN SALES	44608	9.4	51488	15.4	9.7			
ALL SALES	477021	100.0	532225	11.6	100.0			

TABLE G6a—NET SALES OF NEW AND REVISED AND BACKLIST COLLEGE TEXTBOOKS

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 12 PUBLISHERS

	1981		1980		PCT CHG 80-81		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS (TOTAL)	391484	34111	335415	32891	16.7	3.7				
NEW & REVISED	109478	9427	86734	8357	26.2	12.8				
BACKLIST	282006	24684	248681	24534	13.4	0.6				

	1979		1978		PCT CHG 78-81		YOUR DATA			
	DOLLARS	UNITS	DOLLARS	UNITS	DOLLARS	UNITS				
TEXTBOOKS (TOTAL)	298690	32213	273232	31427	43.3	8.5				
NEW & REVISED	84265	8216	78715	8573	42.7	10.0				
BACKLIST	214425	23998	196517	22854	43.5	8.0				

Limiting themselves to **textbooks only**, and **including** export sales, publishers were asked to report their new and revised title sales (i.e. of titles copyrighted in the reporting year,) and backlist sales separately.

Domestic Net Sales by **Subject Categories** are analyzed in Tables G6b and G6c. **Table G6b** includes **dollar data only**, but reports sales of **all** books and materials. **Table G6c** includes dollar **and** unit data, but is confined to **textbooks only**, excluding workbooks, tests, reprints, pamphlets, manuals and non-print media.

TABLE G6b—DOMESTIC NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS—BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS - AS REPORTED BY 19 PUBLISHERS

	1981		1980		1979	
	$	PCT OF TOTAL	$	PCT OF TOTAL	$	PCT OF TOTAL
ACCOUNTING	48347	7.6	41329	7.2	35970	7.1
ANTHROPOLOGY	3528	0.6	3426	0.6	3580	0.7
ART & ARCHITECTURE	6154	1.0	6106	1.1	6169	1.2
ASTRONOMY	1352	0.2	1455	0.3	1582	0.3
BIOLOGY	23310	3.7	20556	3.6	19635	3.9
BUSINESS ADMINISTRATION	77060	12.1	68036	11.9	62817	12.4
BUSINESS EDUCATION	26227	4.1	24061	4.2	21376	4.2
CAREER EDUCATION & OCCUPATIONAL EDUC.	30193	4.7	25843	4.5	22480	4.4
CHEMISTRY (INCL. BIOCH.)	27010	4.2	22049	3.9	15922	3.1
COMPUTERS	28814	4.5	21131	3.7	16511	3.3
ECONOMICS	25037	3.9	22588	4.0	21491	4.2
EDUCATION	22912	3.6	22542	3.9	23908	4.7
ELECTRICAL ENGINEERING	11093	1.7	9127	1.6	7207	1.4
ENGINEERING (OTHER THAN ELECTRICAL)	31886	5.0	26981	4.7	22655	4.5
ENGLISH LANGUAGE & LIT.	36148	5.7	33405	5.9	29191	5.8
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	1635	0.3	2997	0.5	1301	0.3
FRENCH	5480	0.9	4090	0.7	4354	0.9
GENERAL REFERENCE DICTIONARIES	0	0.0	0	0.0	0	0.0
GEOGRAPHY	4023	0.6	4531	0.8	4011	0.8
GEOLOGY & EARTH SCIENCE	8995	1.4	8060	1.4	7582	1.5
GERMAN	1826	0.3	1555	0.3	1607	0.3
HEALTH EDUCATION & PHYSICAL EDUCATION	6402	1.0	6819	1.2	5193	1.0
HISTORY	14863	2.3	14445	2.5	13646	2.7
HOME ECONOMICS	3882	0.6	3710	0.7	3551	0.7
MATHEMATICS	56654	8.9	48760	8.5	40723	8.0
MUSIC	4441	0.7	4495	0.8	4392	0.9
NURSING & ALLIED HEALTH	9244	1.5	8514	1.5	8587	1.7
PHYSICS & PHYSICAL SCIENCE SURVEY	13284	2.1	10788	1.9	8250	1.6
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	11868	1.9	11786	2.1	10940	2.2
PSYCHOLOGY	34580	5.4	36438	6.4	31162	6.2
RELIGION & PHILOSOPHY	7361	1.2	7397	1.3	6577	1.3
SOCIOLOGY	15510	2.4	15948	2.8	14738	2.9
SPANISH	7702	1.2	5511	1.0	6134	1.2
SPEECH, DRAMA & MASS MEDIA	13942	2.2	14377	2.5	12274	2.4
MISCELLANEOUS	15622	2.5	12003	2.1	10376	2.1
TOTAL	636385	100.0	570759	100.0	505892	100.0

TABLE G6c—DOMESTIC NET SALES OF COLLEGE TEXTBOOKS—BY SUBJECT CATEGORIES

THOUSANDS OF DOLLARS AND UNITS - AS REPORTED BY 15 PUBLISHERS

	1981					1980				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
ACCOUNTING	32577	6.0	3114	6.3	10.46	25855	5.4	2617	5.5	9.88
ANTHROPOLOGY	3738	0.7	458	0.9	8.16	3555	0.7	480	1.0	7.41
ART & ARCHITECTURE	5943	1.1	425	0.9	13.98	5914	1.2	475	1.0	12.45
ASTRONOMY	1522	0.3	100	0.2	15.22	1630	0.3	124	0.3	13.15
BIOLOGY	19777	3.6	1410	2.9	14.03	17251	3.6	1471	3.1	11.73
BUSINESS ADMINISTRATION	55305	10.2	4749	9.7	11.65	47145	9.8	4477	9.3	10.53
BUSINESS EDUCATION	22370	4.1	2394	4.9	9.34	20665	4.3	2352	4.9	8.79
CAREER EDUCATION & OCCUPATIONAL EDUC.	30749	5.6	2546	5.2	12.08	26316	5.5	2340	4.9	11.25
CHEMISTRY (INCL. BIOCH.)	19716	3.6	1879	3.8	10.49	15983	3.3	1482	3.1	10.78
COMPUTERS	27146	5.0	2187	4.4	12.41	19977	4.2	1686	3.5	11.85
ECONOMICS	21263	3.9	1831	3.7	11.61	18221	3.8	1803	3.8	10.11
EDUCATION	16695	3.1	1420	2.9	11.76	15882	3.3	1618	3.4	9.82
ELECTRICAL ENGINEERING	11068	2.0	593	1.2	18.66	9074	1.9	521	1.1	17.42
ENGINEERING (OTHER THAN ELECTRICAL)	27313	5.0	1574	3.2	17.35	23092	4.8	1388	2.9	16.64
ENGLISH LANGUAGE & LIT.	38316	7.0	5120	10.4	7.48	33962	7.1	5220	10.9	6.51
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	1528	0.3	184	0.4	8.30	2922	0.6	317	0.7	9.22
FRENCH	5120	0.9	730	1.5	7.01	3673	0.8	471	1.0	7.80
GENERAL REFERENCE DICTIONARIES	0	0.0	0	0.0	0.00	0	0.0	0	0.0	0.00
GEOGRAPHY	3320	0.6	211	0.4	15.73	3736	0.8	290	0.6	12.88
GEOLOGY & EARTH SCIENCE	6269	1.2	368	0.7	17.04	5305	1.1	356	0.7	14.90
GERMAN	1751	0.3	220	0.4	7.96	1443	0.3	189	0.4	7.63
HEALTH EDUCATION & PHYSICAL EDUCATION	5000	0.9	456	0.9	10.96	5327	1.1	565	1.2	9.43
HISTORY	15528	2.9	1699	3.5	9.14	14506	3.0	1724	3.6	8.41
HOME ECONOMICS	2088	0.4	151	0.3	13.83	2100	0.4	162	0.3	12.96
MATHEMATICS	51364	9.4	3821	7.8	13.44	43124	9.0	3707	7.7	11.63
MUSIC	3963	0.7	339	0.7	11.69	4083	0.9	418	0.9	9.77
NURSING & ALLIED HEALTH	7670	1.4	635	1.3	12.08	7042	1.5	660	1.4	10.67
PHYSICS & PHYSICAL SCIENCE SURVEY	12263	2.3	785	1.6	15.62	10254	2.1	782	1.6	13.11
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	12762	2.3	1324	2.7	9.64	12418	2.6	1455	3.0	8.53
PSYCHOLOGY	30857	5.7	2530	5.1	12.20	32012	6.7	2812	5.9	11.38
RELIGION & PHILOSOPHY	5973	1.1	608	1.2	9.82	5882	1.2	699	1.5	8.41
SOCIOLOGY	14151	2.6	1358	2.8	10.42	14868	3.1	1573	3.3	9.45
SPANISH	7018	1.3	782	1.6	8.97	4852	1.0	602	1.3	8.06
SPEECH, DRAMA & MASS MEDIA	12757	2.3	1262	2.6	10.11	12691	2.6	1429	3.0	8.88
MISCELLANEOUS	11745	2.2	1890	3.8	6.21	9351	1.9	1721	3.6	5.43
TOTAL	544625	100.0	49153	100.0	11.08	480113	100.0	47986	100.0	10.01

Continued on page 117

TABLE G6c—DOMESTIC NET SALES OF COLLEGE TEXTBOOKS—BY SUBJECT CATEGORIES

(continued from page 116)

	1979					1978				
	DOLLARS		UNITS		AVERAGE DOLLARS	DOLLARS		UNITS		AVERAGE DOLLARS
	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT	$	PCT OF TOTAL	NO.	PCT OF TOTAL	PER UNIT
ACCOUNTING	22708	5.4	2635	5.7	8.62	20965	5.5	2555	5.7	8.21
ANTHROPOLOGY	3520	0.8	561	1.2	6.27	3228	0.9	574	1.3	5.62
ART & ARCHITECTURE	6078	1.4	543	1.2	11.19	5345	1.4	477	1.1	11.21
ASTRONOMY	1420	0.3	130	0.3	10.92	1837	0.5	159	0.4	11.55
BIOLOGY	16236	3.8	1410	3.1	11.51	12994	3.4	1213	2.7	10.71
BUSINESS ADMINISTRATION	43638	10.3	4438	9.7	9.83	40995	10.8	4467	10.0	9.18
BUSINESS EDUCATION	19255	4.6	2467	5.4	7.81	14986	4.0	1982	4.5	7.56
CAREER EDUCATION & OCCUPATIONAL EDUC.	23209	5.5	2256	4.9	10.29	18805	5.0	1839	4.1	10.23
CHEMISTRY (INCL. BIOCH.)	10715	2.5	1089	2.4	9.84	10511	2.8	1165	2.6	9.02
COMPUTERS	15499	3.7	1406	3.1	11.02	11679	3.1	1114	2.5	10.48
ECONOMICS	17672	4.2	1861	4.1	9.50	15119	4.0	1607	3.6	9.41
EDUCATION	17197	4.1	1863	4.1	9.23	15906	4.2	1883	4.2	8.45
ELECTRICAL ENGINEERING	7162	1.7	445	1.0	16.09	6530	1.7	422	0.9	15.47
ENGINEERING (OTHER THAN ELECTRICAL)	19631	4.6	1270	2.8	15.46	17538	4.6	1206	2.7	14.54
ENGLISH LANGUAGE & LIT.	29747	7.0	4897	10.7	6.07	26855	7.1	4714	10.6	5.70
FOREIGN LANGUAGES (OTHER THAN FRENCH, GERMAN AND SPANISH)	1203	0.3	136	0.3	8.85	991	0.3	113	0.3	8.77
FRENCH	4004	0.9	521	1.1	7.69	3553	0.9	516	1.2	6.89
GENERAL REFERENCE DICTIONARIES	0	0.0	0	0.0	0.00	2	0.0	0	0.0	0.00
GEOGRAPHY	3337	0.8	295	0.6	11.31	3365	0.9	330	0.7	10.20
GEOLOGY & EARTH SCIENCE	5154	1.2	375	0.8	13.74	4919	1.3	403	0.9	12.21
GERMAN	1514	0.4	203	0.4	7.46	1281	0.3	185	0.4	6.92
HEALTH EDUCATION & PHYSICAL EDUCATION	3788	0.9	424	0.9	8.93	3833	1.0	509	1.1	7.53
HISTORY	13918	3.3	1792	3.9	7.77	12832	3.4	1886	4.2	6.80
HOME ECONOMICS	2329	0.6	177	0.4	13.16	1825	0.5	165	0.4	11.06
MATHEMATICS	35253	8.3	3181	6.9	11.08	30655	8.1	3089	6.9	9.92
MUSIC	4014	0.9	416	0.9	9.65	3524	0.9	412	0.9	8.55
NURSING & ALLIED HEALTH	6936	1.6	705	1.5	9.84	4477	1.2	483	1.1	9.27
PHYSICS & PHYSICAL SCIENCE SURVEY	7746	1.8	662	1.4	11.70	7585	2.0	666	1.5	11.39
POLITICAL SCIENCE, PUBLIC SERVICE & ADMINISTRATION	10829	2.6	1415	3.1	7.65	11708	3.1	1650	3.7	7.10
PSYCHOLOGY	27659	6.5	2819	6.1	9.81	25628	6.8	2884	6.5	8.89
RELIGION & PHILOSOPHY	5219	1.2	672	1.5	7.77	4906	1.3	690	1.6	7.11
SOCIOLOGY	13737	3.2	1506	3.3	9.12	13953	3.7	1785	4.0	7.82
SPANISH	5571	1.3	691	1.5	8.06	5033	1.3	686	1.5	7.34
SPEECH, DRAMA & MASS MEDIA	10911	2.6	1277	2.8	8.54	9866	2.6	1282	2.9	7.70
MISCELLANEOUS	6136	1.5	1325	2.9	4.63	5450	1.4	1348	3.0	4.04
TOTAL	422945	100.0	45863	100.0	9.22	378679	100.0	44459	100.0	8.52

TABLE G7a—NET SALES OF COLLEGE TEXTBOOKS AND MATERIALS—BY GEOGRAPHICAL LOCATION

THOUSANDS OF DOLLARS - AS REPORTED BY 16 PUBLISHERS - WITH ESTIMATES OF INDUSTRY TEXTBOOK SALES

	ACTUAL SALES REPORTED (TEXTBOOKS & MATERIALS)			ESTIMATED INDUSTRY SALES (TEXTBOOKS ONLY)					YOUR DATA	
	1981	1980	PERCENT CHANGE	1981		1980		1966-68 (1)		
				$	INDEX	$	INDEX			
DOMESTIC UNITED STATES										
ALABAMA	7309	6252	16.9	13193	494	11542	432	2668		
ALASKA	1223	883	38.5	2385	958	1731	695	249		
ARIZONA	7812	6584	18.7	13800	610	11876	524	2263		
ARKANSAS	3271	2877	13.7	6324	355	5518	309	1783		
CALIFORNIA	65032	56608	14.9	113395	386	100975	343	29394		
COLORADO	8690	7773	11.8	15980	407	14192	361	3927		
CONNECTICUT	7729	6777	14.0	14718	335	12888	293	4395		
DELAWARE	1758	1640	7.2	3375	531	3128	491	636		
DIST. OF COLUMBIA	4736	4481	5.7	7780	281	7381	266	2771		
FLORIDA	21740	17244	26.1	37232	550	31393	464	6765		
GEORGIA	9696	8268	17.3	17294	412	14743	351	4199		
HAWAII	2706	2397	12.9	5227	393	4634	348	1331		
IDAHO	1682	1589	5.9	3102	261	2929	246	1187		
ILLINOIS	28457	24842	14.6	47954	333	42854	297	14405		
INDIANA	11934	10602	12.6	21658	347	19183	306	6249		
IOWA	6709	5440	23.3	13061	343	10593	278	3804		
KANSAS	5147	4439	15.9	9403	334	8099	288	2816		
KENTUCKY	5806	5032	15.4	11143	375	9648	324	2973		
LOUISIANA	7887	6424	22.8	14429	408	11935	338	3535		
MAINE	2519	2303	9.4	4842	332	4430	303	1458		
MARYLAND	10216	8912	14.6	20099	426	17508	371	4719		
MASSACHUSETTS	18609	17064	9.1	34671	285	31721	261	12149		
MICHIGAN	20485	19094	7.3	36921	339	34281	314	10885		
MINNESOTA	9911	8650	14.6	18549	374	16088	324	4958		
MISSISSIPPI	3919	3211	22.0	6998	353	5750	290	1980		
MISSOURI	11651	9736	19.7	19738	356	16503	297	5551		
MONTANA	1887	1597	18.2	3975	422	3352	356	941		
NEBRASKA	3632	2955	22.9	6587	383	5417	314	1723		
NEVADA	1653	1487	11.2	3147	435	2833	391	724		
NEW HAMPSHIRE	2556	2505	2.0	4693	360	4628	355	1302		
NEW JERSEY	16410	13884	18.2	29939	375	25966	325	7986		
NEW MEXICO	3348	2943	13.8	6555	474	5735	414	1383		
NEW YORK	44639	39356	13.4	81866	321	72964	286	25530		
NORTH CAROLINA	12798	10982	16.5	25097	460	22073	404	5457		
NORTH DAKOTA	1902	1712	11.1	3591	408	3215	364	881		
OHIO	22974	21226	8.2	40028	328	37305	305	12205		
OKLAHOMA	7207	6497	10.9	14428	466	13033	421	3095		
OREGON	7115	6829	4.2	11918	317	11427	304	3754		
PENNSYLVANIA	27833	24776	12.3	50501	322	45050	287	15682		
RHODE ISLAND	3351	2911	15.1	5468	355	4957	321	1541		
SOUTH CAROLINA	6400	5686	12.6	10030	417	8971	373	2404		
SOUTH DAKOTA	1623	1575	6.9	3139	291	2961	274	1078		
TENNESSEE	8912	7797	14.3	17305	404	15153	354	4279		
TEXAS	32118	28233	13.8	54052	443	48132	394	12214		
UTAH	3991	3376	18.2	7366	332	6253	281	2220		
VERMONT	1538	1389	10.7	3064	356	2785	323	861		
VIRGINIA	13689	12504	9.5	22642	473	20602	430	4787		
WASHINGTON	9797	8666	13.1	18752	424	16522	373	4421		
WEST VIRGINIA	3751	3089	21.4	7376	339	6086	280	2176		
WISCONSIN	10133	8866	14.3	17628	336	15423	299	5254		
WYOMING	1037	1036	0.1	1925	362	1931	363	532		
TOTAL DOMESTIC U.S.	536988	470999	14.0	964343	372	854297	329	259480		
P.R. & OTHER U.S. POSS.	2668	2839	-6.0	6990	673	7405	713	1038		
FOREIGN (2)										
CANADA	13942	10805	29.0	30697	269	24916	218	11423		
EUROPE	8868	8393	5.7	27299	439	25950	418	6215		
ALL OTHER	31950	28188	13.3	45350	439	40097	388	10327		
TOTAL FOREIGN	54760	47386	15.6	103346	370	90963	325	27965		
ALL SALES	594416	521223	14.0	1074679	373	952665	330	288383		

*See Footnote To Table S1, Page 16

TABLE G7b—GEOGRAPHICAL ANALYSIS OF ESTIMATED DOMESTIC INDUSTRY SALES OF COLLEGE TEXTBOOKS*

THOUSANDS OF STUDENTS AND DOLLARS

	T. INDUSTRY SALES ($)		PERCENT OF TOTAL SALES		ENROLLMENT		SALES PER CAPITA ($)		RANK IN SALES PER CAPITA	
	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980
ALABAMA	13193	11542	1.37	1.35	137	135	96.30	85.50	42	44
ALASKA	2385	1731	.25	.20	13	12	183.46	144.25	1	1
ARIZONA	13800	11876	1.43	1.39	132	126	104.55	94.25	36	36
ARKANSAS	6324	5518	.66	.65	66	54	95.82	102.19	43	24
CALIFORNIA	113395	100975	11.76	11.82	1126	1078	100.71	93.67	39	37
COLORADO	15980	14192	1.66	1.66	127	124	125.83	114.45	11	13
CONNECTICUT	14718	12888	1.53	1.51	114	111	129.11	116.11	7	11
DELAWARE	3375	3128	.35	.37	27	26	125.00	120.31	12	7
DISTRICT OF COLUMBIA	7780	7381	.81	.86	63	63	123.49	117.16	14	8
FLORIDA	37232	31393	3.86	3.67	293	284	127.07	110.54	9	16
GEORGIA	17294	14743	1.79	1.73	149	143	116.07	103.10	19	21
HAWAII	5227	4634	.54	.54	37	36	141.27	128.72	3	4
IDAHO	3102	2929	.32	.34	35	34	88.63	86.15	48	43
ILLINOIS	47954	42854	4.97	5.02	445	437	107.76	98.06	30	29
INDIANA	21658	19183	2.25	2.25	197	187	109.94	102.58	23	22
IOWA	13061	10593	1.35	1.24	120	115	108.84	92.11	26	39
KANSAS	9403	8099	.98	.95	104	100	90.41	80.99	47	47
KENTUCKY	11143	9648	1.16	1.13	115	109	96.90	88.51	41	41
LOUISIANA	14429	11935	1.50	1.40	133	130	108.49	91.81	29	40
MAINE	4842	4430	.50	.52	36	35	134.50	126.57	4	5
MARYLAND	20099	17508	2.08	2.05	153	150	131.37	116.72	6	10
MASSACHUSETTS	34671	31721	3.60	3.71	319	313	108.69	101.35	27	25
MICHIGAN	36921	34281	3.83	4.01	373	361	98.98	94.96	40	33
MINNESOTA	18549	16088	1.92	1.88	165	162	112.42	99.31	22	27
MISSISSIPPI	6998	5750	.73	.67	87	85	80.44	67.65	-	-
MISSOURI	19738	16503	2.05	1.93	180	171	109.66	96.51	25	32
MONTANA	3975	3352	.41	.39	31	29	128.23	115.59	8	12
NEBRASKA	6587	5417	.68	.63	69	67	95.46	80.85	44	48
NEVADA	3147	2833	.33	.33	25	21	125.88	134.90	10	2
NEW HAMPSHIRE	4693	4628	.48	.54	40	38	117.33	121.79	17	6
NEW JERSEY	29939	25966	3.10	3.04	226	222	132.47	116.96	5	9
NEW MEXICO	6555	5735	.68	.67	46	44	142.50	130.34	2	3
NEW YORK	81866	72964	8.49	8.54	766	746	106.87	97.81	31	30
NORTH CAROLINA	25097	22073	2.60	2.58	231	224	108.65	98.54	28	28
NORTH DAKOTA	3591	3215	.37	.38	31	30	115.84	107.17	20	19
OHIO	40028	37305	4.15	4.37	375	361	106.74	103.34	32	20
OKLAHOMA	14428	13033	1.50	1.53	122	118	118.26	110.45	16	17
OREGON	11918	11427	1.24	1.34	116	123	102.74	92.90	38	38
PENNSYLVANIA	50501	45050	5.24	5.27	405	402	124.69	112.06	13	14
RHODE ISLAND	5468	4957	.57	.58	52	51	105.15	97.20	34	31
SOUTH CAROLINA	10030	8971	1.04	1.05	109	108	92.02	83.06	46	45
SOUTH DAKOTA	3139	2961	.33	.35	30	27	104.63	109.67	35	18
TENNESSEE	17305	15153	1.79	1.77	163	160	106.17	94.71	33	35
TEXAS	54052	48132	5.60	5.63	519	507	104.15	94.93	37	34
UTAH	7366	6253	.76	.73	78	76	94.44	82.28	45	46
VERMONT	3064	2785	.32	.33	27	25	113.48	111.40	21	15
VIRGINIA	22642	20602	2.35	2.41	206	201	109.91	102.50	24	23
WASHINGTON	18752	16522	1.94	1.93	212	208	88.45	79.43	49	49
WEST VIRGINIA	7376	6086	.76	.71	63	61	117.08	99.77	18	26
WISCONSIN	17628	15423	1.83	1.81	212	205	83.15	75.23	50	50
WYOMING	1925	1931	.19	.24	16	22	120.31	87.77	15	42
TOTAL	964343	854297	100.0	100.0	8916	8657	108.16	98.68		

The first three columns in **Table G7a** (page 118) show actual sales of reporting publishers by geographical location, and **include both textbooks and audiovisual and other materials.**

The remaining columns continue the historical series of estimated industry sales and, therefore, include **textbook sales** only. The following are footnotes to this table:

(1) Figures in this column, which provide the base (100%) for the index represent the average for the years 1966 through 1968.

(2) Includes sales to the Armed Forces.

In Table G7b, estimated sales are related to enrollment data on a state-by-state basis. 1981 and 1980 again utilize estimated **full-time equivalent** enrollment data rather than estimated degree-credit enrollment as in the past. The estimates are based on data released by the National Center for Education Statistics. Since both sales and enrollments are estimated and no adjustments are made for the sales of college textbooks to markets other than formal higher education, the resulting per capita figures should not be taken literally but should be regarded as trend indicators only.

***See Footnote To Table S1, Page 16**

TABLE G8—OPERATING DATA OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 19 PUBLISHERS

	ALL PUBLISHERS						YOUR DATA	
	1981			1980				
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	728371	118.8	116.8 TO 123.3	645809	118.4	116.3 TO 122.4		
RETURNS & ALLOWANCES	115394	18.8	16.8 TO 23.3	100511	18.4	16.3 TO 22.4		
NET SALES	612977	100.0	100.0 TO 100.0	545298	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	114347	18.7	18.0 TO 21.9	105723	19.4	18.6 TO 23.7		
ROYALTIES	89085	14.5	13.6 TO 15.4	80926	14.8	14.1 TO 16.2		
TOTAL COST OF SALES	203432	33.2	33.4 TO 37.4	186649	34.2	33.5 TO 41.2		
GROSS MARGIN ON SALES	409545	66.8	62.6 TO 66.6	358649	65.8	58.8 TO 66.5		
OTHER INCOME	6595	1.1	0.1 TO 0.7	6214	1.1	0.2 TO 1.0		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	39775	6.5	5.5 TO 8.2	36175	6.6	5.9 TO 8.0		
EDITORIAL	31078	5.1	4.7 TO 7.2	29867	5.5	4.7 TO 8.1		
PRODUCTION	13948	2.3	1.6 TO 4.5	12057	2.2	1.6 TO 3.2		
MARKETING	86530	14.1	13.2 TO 18.1	76698	14.1	13.3 TO 18.0		
FULFILLMENT	36704	6.0	5.3 TO 7.1	32196	5.9	5.1 TO 6.5		
GENERAL & ADMIN.	70605	11.5	10.4 TO 13.9	64564	11.8	11.7 TO 13.7		
TOTAL PUBL. & OPERATING EXPENSE	278640	45.5	44.6 TO 59.0	251557	46.1	47.4 TO 58.0		
NET INCOME FROM OPERATIONS	137500	22.4	4.8 TO 19.3	113306	20.8	5.0 TO 17.4		

Continued on page 121

OPERATING DATA

Data are furnished by size of publisher **(Table G8 through G15). Table G8** is a summary table, offering a composite income statement of the reporting publishers. The remaining tables detail specific expense areas including a time series covering detailed expense ratios of the past four years.

While encouraged to furnish sales data on a calendar year basis, publishers were given the option of supplying operating information on a fiscal year basis. 10 publishers exercised this option. The month terminating their reporting year is listed below, together with the number of publishers for each period:

March - 2	July - 1
April - 4	October - 1
June - 1	November - 1

14 publishers, with net sales of $503.8 million, supplemented their operating data by reporting Cash Plant Expenditures of $37.0 million (7.3% of net sales). Since plant costs in Table G8 are reported on an accrual basis and subject, therefore, to varying treatment (amortization, write-off, inventory inclusion, etc.) depending on individual publishers' policies, valid comparison of a given publishers' experience with the composite figure becomes difficult. However, by reporting plant expenditures on a cash basis (i.e. actual monies spent during the year not related to books sold or to amortization of amounts previously expended) all reporting companies, are, at least, placed on the same footing. By relating the expenditures to these publishers' net sales, a yardstick for comparison is established, even though no true (i.e. accrual) relationship exists between the cash amounts spent and the sales consummated during the year.

To provide an added perspective on the accrual figure reported in Table G8, however, publishers were asked to report their methods of treating plant costs. A summary of these responses appears below.

Treatment of Plant Cost	Number of Publishers	Net Sales For Group	Cash Plant Expenditures For Group
Amortized (3-7 years: average 4 years)	13	$498.9 million	$36.6 million
Written off as incurred	1	suppressed to	prevent disclosure
Written off during year of publication	1	suppressed to	prevent disclosure

16 publishers with total net sales of $591.8 million reported carrying unamortized plant costs totaling $77.6 million (13.1% of sales) on their year-end balance sheets. $14.6 million of this amount involves unpublished titles; $41.6 million involve published titles; $21.4 million were reported unspecified.

TABLE G8—OPERATING DATA OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 120)

	4 PUBLISHERS WITH NET SALES UP TO $10 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	24900	119.8	113.7 TO 126.5	22251	120.5	113.2 TO 128.2		
RETURNS & ALLOWANCES	4119	19.8	13.7 TO 26.5	3779	20.5	13.2 TO 28.2		
NET SALES	20781	100.0	100.0 TO 100.0	18472	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	5069	24.4	17.0 TO 30.5	4896	26.5	20.5 TO 30.7		
ROYALTIES	2556	12.3	9.1 TO 14.9	2439	13.2	10.5 TO 15.7		
TOTAL COST OF SALES	7625	36.7	31.0 TO 41.8	7335	39.7	35.4 TO 43.3		
GROSS MARGIN ON SALES	13156	63.3	58.2 TO 69.0	11137	60.3	56.7 TO 64.6		
OTHER INCOME	30	0.1	-0.7 TO 0.8	65	0.4	0.0 TO 0.9		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	2267	10.9	7.1 TO 19.9	1689	9.1	6.7 TO 16.3		
EDITORIAL	1311	6.3	4.3 TO 8.4	1369	7.4	5.4 TO 10.3		
PRODUCTION	394	1.9	1.2 TO 2.4	379	2.1	1.0 TO 2.8		
MARKETING	4049	19.5	15.4 TO 25.2	3686	20.0	17.9 TO 23.9		
FULFILLMENT	1642	7.9	5.6 TO 11.8	1495	8.1	5.5 TO 13.1		
GENERAL & ADMIN.	2856	13.7	10.9 TO 16.7	2574	13.9	12.3 TO 16.1		
TOTAL PUBL. & OPERATING EXPENSE	12519	60.2	57.7 TO 62.0	11192	60.6	58.8 TO 61.6		
NET INCOME FROM OPERATIONS	667	3.2	-1.0 TO 8.3	10	0.1	-4.7 TO 4.8		

	9 PUBLISHERS WITH NET SALES $10 TO $35 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	203244	119.6	117.4 TO 123.3	183620	118.6	116.1 TO 122.5		
RETURNS & ALLOWANCES	33271	19.6	17.4 TO 23.3	28817	18.6	16.1 TO 22.5		
NET SALES	169973	100.0	100.0 TO 100.0	154803	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	34932	20.6	18.7 TO 21.8	32788	21.2	19.2 TO 23.3		
ROYALTIES	24893	14.6	14.2 TO 15.6	23039	14.9	14.5 TO 16.1		
TOTAL COST OF SALES	59825	35.2	33.6 TO 36.5	55827	36.1	34.2 TO 38.1		
GROSS MARGIN ON SALES	110148	64.8	63.5 TO 66.4	98976	63.9	61.9 TO 65.8		
OTHER INCOME	953	0.6	0.1 TO 1.0	1026	0.7	0.2 TO 0.8		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	11170	6.6	4.0 TO 8.9	10632	6.9	5.8 TO 8.3		
EDITORIAL	9855	5.8	4.9 TO 7.2	9566	6.2	4.3 TO 8.2		
PRODUCTION	4950	2.9	1.9 TO 4.7	3460	2.2	1.8 TO 3.9		
MARKETING	27130	16.0	14.1 TO 18.6	24096	15.6	14.3 TO 17.7		
FULFILLMENT	10652	6.3	5.3 TO 6.4	8957	5.8	5.1 TO 6.3		
GENERAL & ADMIN.	19864	11.7	9.5 TO 13.5	19456	12.6	11.5 TO 13.9		
TOTAL PUBL. & OPERATING EXPENSE	83621	49.2	47.0 TO 57.2	76167	49.2	48.6 TO 56.1		
NET INCOME FROM OPERATIONS	27480	16.2	6.5 TO 18.7	23835	15.4	5.7 TO 15.7		

Continued on page 122

TABLE G8—OPERATING DATA OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

(continued from page 121)

	6 PUBLISHERS WITH NET SALES ABOVE $35 MILLION							
	1981			1980			YOUR DATA	
	$	PERCENT OF NET SALES		$	PERCENT OF NET SALES			
		AVERAGE	MID-RANGE		AVERAGE	MID-RANGE		
GROSS SALES	500227	118.5	116.6 TO 120.9	439938	118.3	116.8 TO 120.4		
RETURNS & ALLOWANCES	78004	18.5	16.6 TO 20.9	67915	18.3	16.8 TO 20.4		
NET SALES	422223	100.0	100.0 TO 100.0	372023	100.0	100.0 TO 100.0		
COST OF SALES								
PAPER, PRINTING, BINDING & DUPL. COSTS	74346	17.6	16.1 TO 19.9	68039	18.3	16.8 TO 20.4		
ROYALTIES	61636	14.6	14.0 TO 15.9	55448	14.9	14.0 TO 16.8		
TOTAL COST OF SALES	135982	32.2	30.4 TO 34.9	123487	33.2	31.4 TO 37.0		
GROSS MARGIN ON SALES	286241	67.8	65.1 TO 69.6	248536	66.8	63.0 TO 68.6		
OTHER INCOME	5612	1.3	0.1 TO 1.6	5123	1.4	0.4 TO 3.0		
PUBLISHING & OPERATING EXPENSES								
PLANT COSTS	26338	6.2	5.2 TO 6.8	23854	6.4	5.3 TO 6.9		
EDITORIAL	19912	4.7	3.9 TO 6.5	18932	5.1	4.0 TO 7.7		
PRODUCTION	8604	2.0	1.5 TO 3.0	8218	2.2	1.3 TO 3.5		
MARKETING	55351	13.1	11.7 TO 15.2	48916	13.1	11.9 TO 14.9		
FULFILLMENT	24410	5.8	4.9 TO 7.0	21744	5.8	5.0 TO 6.9		
GENERAL & ADMIN.	47885	11.3	10.9 TO 14.1	42334	11.4	10.7 TO 13.9		
TOTAL PUBL. & OPERATING EXPENSE	182500	43.2	38.8 TO 50.5	164198	44.1	40.8 TO 49.7		
NET INCOME FROM OPERATIONS	109353	25.9	16.4 TO 31.5	89461	24.0	14.3 TO 27.2		

TABLE G9—INVENTORY DATA OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 19 PUBLISHERS
WITH TOTAL NET SALES OF $624,615,000

	ALL PUBLISHERS		3 PUBLISHERS NET SALES UP TO $10 MILLION		10 PUBLISHERS NET SALES $10-$35 MILLION		6 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
BEGINNING INVENTORY	100494	16.1	4723	28.6	34151	18.4	61620	14.6		
PURCHASES OF PAPER, PRINTING, BINDING & DUPLICATING	138267	22.1	5796	35.1	47030	25.3	85441	20.2		
COST OF FREE COPIES	13897	2.2	560	3.4	4968	2.7	8369	2.0		
WRITE DOWNS	7143	1.1	359	2.2	3502	1.9	3283	0.8		
ENDING INVENTORY AFTER WRITE DOWNS	106299	17.0	5403	32.8	36550	19.7	64346	15.2		
PAPER, PRINTING, BINDING & DUPL. COST OF PRODUCTS SOLD	118565	19.0	4556	27.6	39663	21.3	74346	17.6		

Based on data in **Table G9**, the inventory turnover of all reporting publishers is 1.2; that of publishers with sales up to $10 million is 0.9; that of publishers with sales between $10 and $35 million is 1.1; and that of publishers with sales above $35 million is 1.2.

TABLE G10—ROYALTY EXPENSE OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS
WITH TOTAL NET SALES OF $619,690,000

	ALL PUBLISHERS		NET SALES UP TO $10 MILLION		10 PUBLISHERS NET SALES $10-$35 MILLION		6 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
ROYALTIES AND FEES PAID	88946	14.4			26732	14.4	61573	14.6		
ADVANCES WRITTEN OFF	583	0.1			520	0.3	63	0.0		
TOTAL ROYALTY EXPENSE	89528	14.4			27252	14.7	61636	14.6		

For **Table G10,** in addition to royalty operating data, publishers were asked to report the level of royalty advances carried on their balance sheets at reporting year end. 14 publishers with net sales of $552.9 million, reported royalty advances before write-off of $17.8 million (3.2% of sales), and after write-off of $15.9 million (2.9% of sales). Write-off therefore represented 0.3% of net sales and 10.7% of gross advances.

TABLE G11—EDITORIAL AND PRODUCTION EXPENSE OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS
WITH TOTAL NET SALES OF $520,459,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		11 PUBLISHERS NET SALES $10-$35 MILLION		5 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
EDITORIAL EXPENSE										
DEPARTMENTAL (OTHER THAN COPY EDITING) SALARIES	17132	3.4	863	4.2	7572	3.9	8696	3.0		
DEP'T'L TRAVEL & ENT.	3116	0.6	181	0.9	1274	0.6	1662	0.6		
ADVISOR'S FEES	3176	0.6	54	0.3	1968	1.0	1153	0.4		
OTHER EDITORIAL EXP.	4331	0.9	213	1.0	1174	0.6	2944	1.0		
TOTAL EDITORIAL EXPENSE	27755	5.5	1311	6.3	11988	6.1	14455	5.0		

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS
WITH TOTAL NET SALES OF $520,459,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		11 PUBLISHERS NET SALES $10-$35 MILLION		5 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
PRODUCTION EXPENSE										
PRODUCTION SALARIES	6349	1.2	268	1.3	2486	1.2	3595	1.3		
OUTSIDE PRODUCTION COSTS	1038	0.2	2	0.0	510	0.3	527	0.2		
COPY EDITING COSTS (INCL. SALARIES)	4272	0.8	86	0.4	2139	1.1	2048	0.7		
OTHER PRODUCTION EXP.	1050	0.2	39	0.2	326	0.2	685	0.2		
TOTAL PRODUCTION EXPENSE	12710	2.5	395	1.9	5460	2.7	6856	2.4		

TABLE G12—MARKETING EXPENSE OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 20 PUBLISHERS
WITH TOTAL NET SALES OF $520,459,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		11 PUBLISHERS NET SALES $10-$35 MILLION		5 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
SELLING EXPENSE										
SALARIES & COMMISSION	26667	5.1	1170	5.6	10854	5.1	14643	5.1		
DEPARTMENTAL TRAVEL & ENTERTAINMENT	9838	1.9	566	2.7	4495	2.1	4778	1.7		
OTHER SELLING EXPENSE	3286	0.6	385	1.9	2111	1.0	790	0.3		
TOTAL SELLING EXPENSE	39791	7.6	2121	10.2	17460	8.2	20210	7.0		
PROMOTION EXPENSE										
DEPARTMENTAL SALARIES	4779	0.9	179	1.1	1974	0.9	2625	0.9		
DEPARTMENTAL TRAVEL & ENTERTAINMENT	716	0.1	5	0.0	283	0.1	428	0.1		
SPACE ADVERTISING	1541	0.3	111	0.7	582	0.3	849	0.3		
CATALOGS, DIRECT MAIL & SELLING MAT'L	7441	1.4	503	3.0	3146	1.5	3793	1.3		
FREE COPIES (INCL. POSTAGE)	14653	2.8	588	3.5	6389	3.0	7676	2.7		
EXHIBITS	1135	0.2	106	0.6	542	0.3	487	0.2		
OTHER	4240	0.8	74	0.4	755	0.4	3411	1.2		
UNSPECIFIED	363		363		0		0			
TOTAL PROMOTION EXPENSE	34868	6.7	1928	9.3	13672	6.4	19268	6.7		
TOTAL MARKETING EXPENSE	74659	14.3	4048	19.5	31132	14.6	39478	13.8		

TABLE G13—SALESMEN'S COMPENSATION AND EXPENSE OF COLLEGE PUBLISHERS

	1981	1980	1979	1978
NUMBER OF COMPANIES REPORTING	13	11	11	10
NUMBER OF SALESMEN	602	490	491	467
AVERAGE SALARY ($)	17731	16141	14909	14054
AVERAGE SALARY AND COMMISSION ($)	22366	21042	20597	20034
AVERAGE TRAVEL EXP. ($)	9265	10136	8816	8603
AVERAGE FREE COPY EXPENSE ($)	14568	12938	12505	13165
TOTAL COMPENSATION, TRAVEL & FREE COPIES AS A PERCENT OF NET SALES	9.5	11.9	11.6	11.3
AVERAGE TERRITORY SIZE ($000)	569	561	500	420

TABLE G14—FULFILLMENT EXPENSE OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS

AS REPORTED BY 15 PUBLISHERS WITH NET SALES OF $465,568,000 USING INTERNAL FACILITIES	ALL PUBLISHERS		NET SALES UP TO $10 MILLION		9 PUBLISHERS NET SALES $10-$35 MILLION		5 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DATA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
ORDER PROCESSING										
SALARIES (TOTAL)	6059	1.3			1998	1.2	3989	1.4		
ACC'TS RECEIVABLE & CREDIT CONTRL	1273	0.3			390	0.2	855	0.3		
ORDER PROCESSING & CUSTOMER SERV.	4251	0.9			1316	0.8	2894	1.0		
OTHER	536	0.1			292	0.2	240	0.1		
EDP/SYSTEMS EXPENSE	3374	0.7			754	0.4	2574	0.9		
OTHER (INC. EQUIPMENT AND SUPPLIES)	1244	0.3			324	0.2	902	0.3		
TOTAL ORDER PROCESSING AND CUSTOMER SEPVICE	10677	2.3			3076	1.8	7465	2.6		
SHIPPING & WAREHOUSING										
SALARIES	7482	1.6			3311	1.9	4058	1.4		
OCCUPANCY	3276	0.7			1282	0.7	1954	0.7		
EQUIPMENT & SUPPLIES	1695	0.4			897	0.5	763	0.3		
TRANSPORTATION CHRGES	2203	0.5			1081	0.6	1069	0.4		
OTHER	1030	0.2			220	0.1	806	0.3		
TOTAL SHIPPING AND WAREHOUSING	15687	3.4			6792	3.9	8650	3.0		
TOTAL FULFILLMENT EXP. OF PUBLISHERS USING INTERNAL FACILITIES	26363	5.7			9868	5.7	16115	5.6		

TABLE G15—GENERAL AND ADMINISTRATIVE EXPENSE OF COLLEGE PUBLISHERS—BY SIZE OF PUBLISHER

THOUSANDS OF DOLLARS - AS REPORTED BY 18 PUBLISHERS
WITH TOTAL NET SALES OF $478,539,000

	ALL PUBLISHERS		4 PUBLISHERS NET SALES UP TO $10 MILLION		9 PUBLISHERS NET SALES $10-$35 MILLION		5 PUBLISHERS NET SALES ABOVE $35 MILLION		YOUR DA	
	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES	$	PCT-NET SALES		
MANAGEMENT SALARIES	6174	1.3	457	2.2	1961	1.1	3756	1.3		
ACCOUNTING SALARIES	3931	0.8	183	0.9	1114	0.7	2634	0.9		
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	4330	0.9	228	1.1	1409	0.8	2693	0.9		
GENERAL TRAVEL & ENT.	1262	0.3	68	0.3	462	0.3	732	0.3		
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOCATED)	2943	0.6	21	0.1	698	0.4	2223	0.8		
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	8562	1.8	234	1.1	2643	1.5	5685	2.0		
EMPLOYEE BENEFITS (TOTL)	17325	3.6	552	2.7	6279	3.7	10494	3.7		
PENSIONS	3250	0.7	82	0.4	1308	0.8	1860	0.7		
DEFERRED PROFIT SHAR.	2012	0.4	16	0.1	915	0.6	1081	0.4		
HOSPITAL & GROUP INS.	3680	0.8	160	0.8	1734	1.0	1785	0.6		
PAYROLL TAXES	5563	1.2	283	1.4	2144	1.3	3136	1.1		
OTHER	550	0.1	11	0.1	178	0.1	361	0.1		
UNSPECIFIED	2271		0		0		2271			
TAXES (EXCEPT INCOME & PAYROLL TAXES)	1104	0.3	58	0.3	622	0.4	425	0.2		
PERSONAL PROPERTY TAX	668	0.2	14	0.1	458	0.3	196	0.1		
ALL OTHER TAXES	329	0.1	44	0.2	163	0.1	122	0.0		
UNSPECIFIED	107		0		0		107			
OTHER	14804	3.1	1056	5.1	5586	3.3	8162	2.8		
TOTAL GENERAL AND ADMINISTRATIVE EXP.	60434	12.6	2856	13.7	20774	12.2	36804	12.8		

TABLE G16—EDITORIAL AND PRODUCTION EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS
WITH 1981 NET SALES OF $380,819,000

	1981			1980		1979		1978
	PCT NET SALES	PCT CHG FROM 80	PCT CHG FROM 78	PCT NET SALES	PCT CHG FROM 79	PCT NET SALES	PCT CHG FROM 78	PCT NET SALES
EDITORIAL EXPENSE								
DEPARTMENTAL (OTHER THAN COPY EDITING) SALARIES	3.4	-2.9	4.7	3.5	2.6	3.4	5.1	3.3
DEP'T'L TRAVEL & ENT.	0.7	-2.5	5.0	0.7	7.2	0.7	0.4	0.7
ADVISOR'S FEES	0.7	-1.8	-4.1	0.7	-0.6	0.7	-1.7	0.7
OTHER EDITORIAL EXP.	1.0	-11.3	-2.1	1.1	10.2	1.0	0.2	1.0
TOTAL EDITORIAL EXPENSE	5.8	-4.3	2.4	6.0	4.1	5.8	2.8	5.6

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS
WITH 1981 NET SALES OF $380,819,000

	1981			1980		1979		1978
	PCT NET SALES	PCT CHG FROM 80	PCT CHG FROM 78	PCT NET SALES	PCT CHG FROM 79	PCT NET SALES	PCT CHG FROM 78	PCT NET SALES
PRODUCTION EXPENSE								
PRODUCTION SALARIES	1.3	3.1	-3.3	1.2	-2.5	1.3	-3.8	1.3
OUTSIDE PRODUCTION COSTS	0.3	105.0	129.2	0.1	33.4	0.1	-16.2	0.1
COPY EDITING COSTS (INCL. SALARIES)	1.0	-12.5	-22.3	1.2	-11.5	1.3	0.4	1.3
OTHER PRODUCTION EXP.	0.3	9.1	96.9	0.2	24.3	0.2	45.2	0.1
TOTAL PRODUCTION EXPENSE	2.8	1.9	-2.1	2.8	-3.7	2.9	-0.2	2.9

TABLE G17—MARKETING EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 17 PUBLISHERS
WITH 1981 NET SALES OF $380,819,000

	1981			1980		1979		1978
	PCT NET SALES	PCT CHG FROM 80	PCT CHG FROM 78	PCT NET SALES	PCT CHG FROM 79	PCT NET SALES	PCT CHG FROM 78	PCT NET SALES
SELLING EXPENSE								
SALARIES & COMMISSION	4.7	-2.8	-6.2	4.8	3.4	4.7	-6.6	5.0
DEPARTMENTAL TRAVEL & ENTERTAINMENT	2.0	0.8	4.8	2.0	2.5	1.9	1.4	1.9
OTHER SELLING EXPENSE	0.8	-14.9	-25.3	0.9	9.5	0.9	-19.8	1.1
TOTAL SELLING EXPENSE	7.5	-3.4	-6.1	7.7	3.9	7.4	-6.5	8.0
PROMOTION EXPENSE								
DEPARTMENTAL SALARIES	1.0	20.3	19.0	0.8	7.4	0.8	-3.4	0.8
DEPARTMENTAL TRAVEL & ENTERTAINMENT	0.1	18.3	66.6	0.1	29.9	0.1	8.4	0.1
SPACE ADVERTISING	0.3	-8.1	-15.2	0.4	-12.5	0.4	5.4	0.4
CATALOGS, DIRECT MAIL & SELLING MAT'L	1.5	2.3	-1.7	1.5	8.5	1.4	-9.7	1.5
FREE COPIES (INCL. POSTAGE)	3.0	-1.1	-1.2	3.0	6.8	3.8	-6.4	3.0
EXHIBITS	0.2	-4.9	2.1	0.2	-8.8	0.2	17.8	0.2
OTHER	0.7	7.3	92.3	0.6	31.7	0.5	56.2	0.3
TOTAL PROMOTION EXPENSE	6.9	2.7	6.3	6.8	7.2	6.3	-3.4	6.5
TOTAL MARKETING EXPENSE	14.4	-0.5	-0.5	14.5	5.4	13.7	-5.1	14.5

TABLE G18—FULFILLMENT EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 13 PUBLISHERS
WITH 1981 NET SALES OF $352,633,000

	1981			1980		1979		1978
	PCT NET SALES	PCT CHG FROM 80	PCT CHG FROM 78	PCT NET SALES	PCT CHG FROM 79	PCT NET SALES	PCT CHG FROM 78	PCT NET SALES
ORDER PROCESSING								
SALARIES (TOTAL)	1.3	-8.1	2.1	1.4	15.7	1.2	-4.0	1.2
ACC'TS RECEIVABLE & CREDIT CONTRL	0.3	-6.7	-5.8	0.3	6.9	0.3	-5.5	0.3
ORDER PROCESSING & CUSTOMER SERV.	0.8	-12.1	7.9	0.9	25.3	0.8	-2.0	0.8
OTHER	0.2	18.2	24.7	0.1	-16.0	0.2	25.7	0.1
EDP/SYSTEMS EXPENSE	0.8	-27.7	-5.8	1.1	32.0	0.8	-1.3	0.8
OTHER (INC. EQUIPMENT AND SUPPLIES)	0.2	15.8	82.8	0.2	21.5	0.2	29.9	0.1
TOTAL ORDER PROCESSING AND CUSTOMER SERVICE	2.3	-14.4	3.6	2.6	22.3	2.2	-1.1	2.2
SHIPPING & WAREHOUSING								
SALARIES	1.6	-16.4	-5.1	1.9	17.9	1.6	-3.7	1.6
OCCUPANCY	0.7	-3.1	-3.6	0.8	17.2	0.7	-15.1	0.8
EQUIPMENT & SUPPLIES	0.4	-2.8	-4.9	0.4	-5.7	0.5	3.8	0.5
TRANSPORTATION CHRGES	0.5	-1.6	6.5	0.5	3.0	0.5	5.1	0.5
OTHER	0.3	71.4	115.0	0.1	17.1	0.1	7.1	0.1
TOTAL SHIPPING AND WAREHOUSING	3.5	-6.6	0.9	3.7	12.2	3.3	-3.7	3.4
TOTAL FULFILLMENT EXP. OF PUBLISHERS USING INTERNAL FACILITIES	5.7	-9.8	1.9	6.4	16.2	5.5	-2.7	5.6

The series of **Tables G16 through G20** (pages 126 through 128) provide comparisons for four years, of expense ratios in operating areas. Note that the reported changes in the ratios from year to year are based on comparisons of **unrounded** figures, while the actual ratios reported in the tables have been rounded to one decimal point. As a result changes in magnitude will be reported for figures which, because of the rounding, appear to be identical.

TABLE G19—GENERAL AND ADMINISTRATIVE EXPENSE RATIOS OF COLLEGE PUBLISHERS

THOUSANDS OF DOLLARS - AS REPORTED BY 15 PUBLISHERS
WITH 1981 NET SALES OF $351,583,000

	1981			1980		1979		1978
	PCT NET SALES	PCT CHG FROM 80	PCT CHG FROM 78	PCT NET SALES	PCT CHG FROM 79	PCT NET SALES	PCT CHG FROM 78	PCT NET SALES
MANAGEMENT SALARIES	1.4	4.9	11.4	1.3	2.4	1.3	3.7	1.2
ACCOUNTING SALARIES	0.8	8.3	-2.3	0.7	-6.5	0.8	-3.5	0.8
GENERAL OFFICE SALARIES (EXC. FULFILLMENT)	0.9	-11.9	3.0	1.1	8.0	1.0	8.2	0.9
GENERAL TRAVEL & ENT.	0.3	2.1	34.6	0.3	28.3	0.2	2.7	0.2
EDP/SYSTEMS EXPENSE (DIRECT OR ALLOCATED)	0.5	-0.7	-10.3	0.5	2.6	0.5	-12.0	0.6
OCCUPANCY EXPENSE (EXC. WAREHOUSING)	1.6	-8.7	-9.7	1.8	1.9	1.7	-2.8	1.8
EMPLOYEE BENEFITS (TOTL)	3.8	4.0	3.3	3.6	1.1	3.6	-1.8	3.6
PENSIONS	0.7	2.2	-12.0	0.7	-1.9	0.7	-12.2	0.8
DEFERRED PROFIT SHAR.	0.4	13.6	11.0	0.4	3.2	0.4	-5.3	0.4
HOSPITAL & GROUP INS.	0.7	-16.4	-14.7	0.8	-2.8	0.9	5.0	0.8
PAYROLL TAXES	1.1	3.9	6.0	1.1	5.3	1.1	-3.2	1.1
OTHER	0.1	270.7	0.0	0.0	31.5	0.0	0.0	0.0
UNSPECIFIED	0.6	13.0	17.5	0.6	0.3	0.6	3.6	0.5
TAXES (EXCEPT INCOME & PAYROLL TAXES)	0.3	7.5	-14.5	0.3	-2.9	0.3	-18.1	0.3
PERSONAL PROPERTY TAX	0.2	21.5	-3.5	0.2	-10.1	0.2	-11.6	0.2
ALL OTHER TAXES	0.1	-27.7	-38.7	0.1	6.8	0.1	-20.6	0.1
UNSPECIFIED	0.0	123.3	20.8	0.0	22.1	0.0	-55.7	0.0
OTHER	3.1	-2.7	13.1	3.2	0.9	3.1	15.2	2.7
TOTAL GENERAL AND ADMINISTRATIVE EXP.	12.7	-0.6	3.5	12.7	1.9	12.5	2.2	12.2

TABLE G20—EMPLOYEE DATA OF COLLEGE PUBLISHERS

AS REPORTED BY 10 PUBLISHERS - EMPLOYING 1,891 TOTAL STAFF (1981)
(1981 NET SALES PER EMPLOYEE - $138,187)

	AVERAGE NUMBER OF EMPLOYEES PER $1,000,000 OF NET SALES				YOUR DATA			
	1981	1980	1979	1978				
EDITORIAL	2.0	2.3	2.9	3.1				
PRODUCTION	1.1	1.2	1.1	1.1				
MARKETING (TOTAL)	2.9	3.1	3.5	3.9				
SALES	2.3	2.4	2.8	3.3				
PROMOTION	0.6	0.6	0.6	0.6				
FULFILLMENT (TOTAL)	1.8	2.1	2.4	2.8				
ORDER PROCESSING	0.9	1.1	1.3	1.5				
SHIPPING & WAREHOUS'G	0.9	0.9	1.1	1.3				
ADMINISTRATIVE MANAGEMNT	0.4	0.4	0.6	0.8				
GENERAL OFFICE	1.0	1.2	1.1	1.0				
OTHER	0.2	0.2	0.3	0.4				
ALL EMPLOYEES	9.4	10.4	11.8	13.2				

Appendix A
AAP COLLEGE SURVEY

PARTICIPATING PUBLISHERS

Academic Press
Addison Wesley
Allyn & Bacon
Anderson Publishing Company
Chas. A. Bennett Co., Inc.
J. F. Bergin
Bobbs Merrill
William Brown Compa[illegible]
Burgess Publications
CBS Educational Professional Publications
Computer Science Press
Congressional Quarterly
Dushkin Publishing Group
W. H. Freeman & Company
Hackett Publishing
Harcourt Brace Jovanovich
Harper & Row
D. C. Heath
Houghton Mifflin
Richard D. Irwin, Inc.
Lea & Febiger
Little Brown & Company
McGraw Hill
Macmillan, Inc.
Matrix Publishers
Chas. Merrill
W. W. Norton
Oxford University Press
Pacific Books
Prentice Hall
Random House
St. Martin's Press
Science Research Assocs.
Scientific Press
Scott, Foresman & Company
Sinauer Associates
Wadsworth, Inc.
Westview Press
John Wiley & Sons
Worth Publishing

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